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For the sake of Allah SWT, I confess this work is on my own work except for the experts and the summaries that each of their sources has already been cited and mentioned. If in the future my confession is proved to be wrong and dishonest resulting the violence of the legal regulation of the papers and the intellectual property rights, then i would have the will to return my degree to be drawn back to Universitas Islam Indonesia.

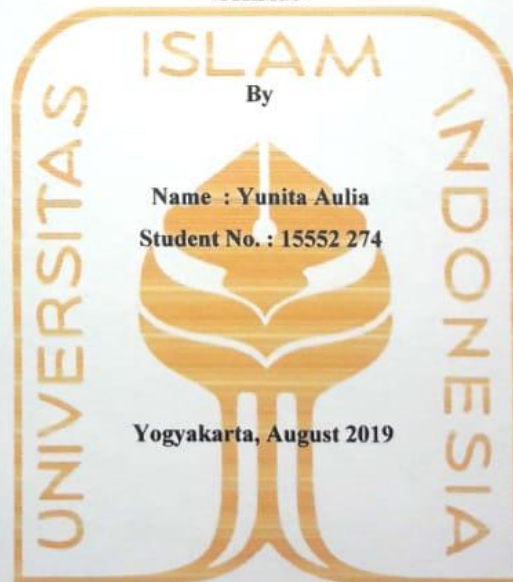
Yogyakarta, August 2019


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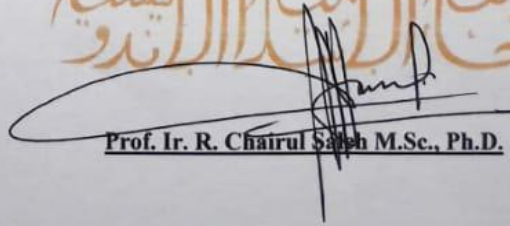
AN ANALYSIS OF CUSTOMER ENGAGEMENT VALUE BY USING
HYBRID STRUCTURAL EQUATION MODELING – SYSTEM DYNAMICS
APPROACH

THESIS



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**AN ANALYSIS OF CUSTOMER ENGAEMENT VALUE BY USING DUAL
STRUCTURAL EQUATION MODELING – SYSTEM DYNAMICS
APPROACHES**

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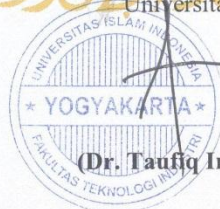
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DEDICATION PAGE

Alhamdulillahirabbil'alamin

To my lovely parents, **Mr. Seripan** and **Mrs. Marti Hayani**

Thank you so much for everything

To my annoying brothers, **LuthfiHasim** and **NukmanHusaini**

Thanks for always supporting me and sending best doa

To kindness supervisor, **Prof. Ir. R. Chairul Saleh M.Sc., Ph.D**

Thank you for your patiences to sharing the knowledge

All of my friends, **IP IE UII batch of 2015**

And **International Program Industrial Engineering Universitas Islam Indonesia**

MOTIVATION PAGE

“For indeed, with hardship will be ease, indeed with hardship will be ease”

(QS. Ash-Sharh: 5-6)

PREFACE



Assalamualaikumwarahmatullahwabarakatuh

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Difficulties and obstacles that already faced by the author can only be passed with the guidance and help. In this occasion, the author would like to appreciate and thank to all of the parties below:

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7. All parties that already support and help the author mentally, physically, and financilly.

Author realize that this undergraduate thesis is still not perfect and still have some weakness so that Author really expect any criticism and suggestion from readers for the readers for the perfection of this report. Hopefully, this report and information included will be useful for Author and give benefit to other parties who read this.

Wassalamu 'alaikum Warahmatullahi Wabarakatuh

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