

The Effect of Online Customization Towards E-Loyalty of Millennials E-Commerce Users in Yogyakarta

A THESIS

Presented as partial fulfillment of the requirements to obtain the bachelor degree in Management Department, Universitas Islam Indonesia

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Concentration : Marketing

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Defended Before the Board of Examiners

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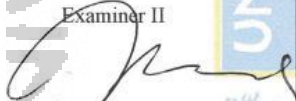
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Yogyakarta, September 11th, 2019

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DECLARATION OF AUTHENTICITY

Hereby I declare the originality of the thesis; I have not presented someone else's work to obtain my university degree, nor I have presented someone else's words, ideas or expressions without any of acknowledgements. All quotations are cited and listed in the bibliography of the thesis. If in the future this statement is proven to be false, i am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, September 11th, 2019



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وَمَا كُنَّا بِمُعْجِزَاتِكَ أَهْلًا

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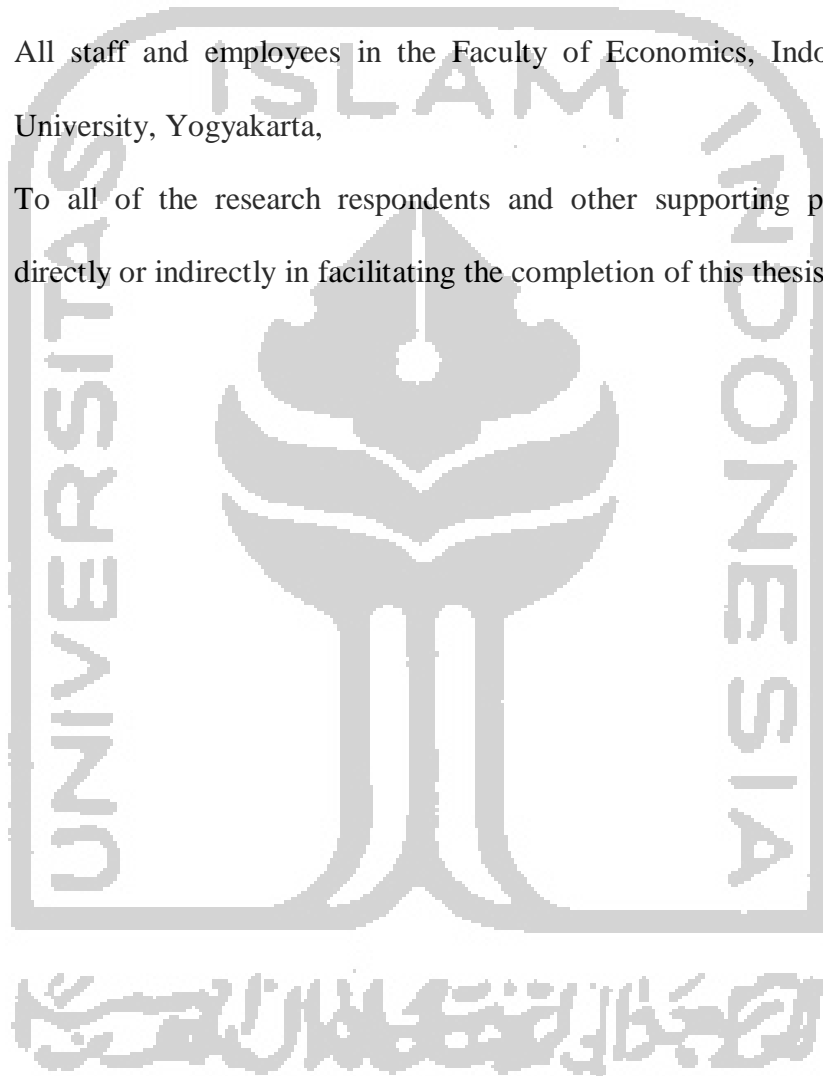
Assalamualaikum Wr. Wb.

Alhamdulillah rabbil ‘aalamin. All praises are to Allah SWT that finally I have finished my thesis entitled “THE EFFECT OF ONLINE CUSTOMIZATION TOWARDS E-LOYALTY OF MILLENNIALS E-COMMERCE USERS IN YOGYAKARTA” this can be completed according to the planned time. Shalawat and Salam are giving to our beloved prophet Muhammad SAW, who guided ummah from the darkness to the lightness.

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It is undeniable that this thesis is still far from perfect because of the limitations of the writer's knowledge and experience. Therefore, constructive criticism and suggestions are expected. In the end, we as the authors apologize for all the shortcomings and limitations of this thesis. We hope this thesis can provide benefits for those who need it and can be used properly.

Wassalamualaikum Wr. Wb.

Yogyakarta, 13 December 2017

Penulis,

Ilham Firdaus Salam

