

**ANALYSIS OF SERVICE ATRIBUTTE OF COTTON.GO'S E-
COMMERCE USING INTEGRATION OF E-SERVQUAL AND
IMPORTANCE PERFORMANCE COMPETITOR ANALYSIS (IPCA)
METHOD**

FINAL YEAR PROJECT

Written By:

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**MAJOR OF INDUSTRIAL ENGINEERING
SCHOOL OF INDUSTRIAL AND SYSTEM ENGINEERING
TELKOM UNIVERSITY
BANDUNG
2020**

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Submitted to fulfil one of graduation requirement for Major of Industrial Engineering, School
of Industrial and System Engineering, Telkom University

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