

## PREFACE

ise and deep gratitude to Allah SWT for the abundance of grace and guidance that has been given to the author that made this thesis with a title “The Influence Of Customer Experience Towards Flip’s Customer Satisfaction”. The purpose of this study is to fulfill the requirements of undergraduate degree in Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung. Shalawat and greetings may always be devoted to the Prophet Muhammad SAW who has guided us from the darkness to the clear light.

During the completion of this thesis, the author received a lot of guidance, direction, and advice that helped directly or indirectly to finish this thesis. Therefore, the author would like to thanks to:

1. Mr. Prof. Dr. Adiwijya, S.Si., M.Si. as the Rector and Head of Telkom University.
2. Mrs. Ade Irma Susanty, M.M., Ph.D. as Dean of the Faculty of Communication and Business.
3. Mrs. Trisha Gilang Saraswati, S.E., M.S.M. as my guardian and kind-hearted supervisor for the contribution, support, guidance, and provided advices to the author during the completion of this study.
4. All respondents who are willing to take the time to fill out the questionnaire used as primary data in this study.
5. All administrative staff of the Business Administration study program for the smooth flow of information and administrative support during the process of preparing the Final Project and while participating in this educational program.
6. All lecturers of the Business Administration study program who have provided knowledge, insight, understanding, and experience during the author's study at the Faculty of Communication and Business, Telkom University.
7. My beloved father, my beloved mother, and my beloved sister’s for the abundant pray and having my backbone as well as providing all my needs without hesitation.
8. Vasha Annisa Hidayat for the endless support, infinite pray, advice and always by my side through obstacles.
9. Closest friends during lectures Zacky Muhammad Ghifary, Muhammad Febrian and many others who have been a place to share joys and sorrows from

the beginning of being a new student to the preparation of the final project. My best friends, for the endless support and always there through ups and downs.

10. My fellow classmates AB-41 INT and for all the friendship, support and memories during these past 3 years

11. All the seniors who provide a direction and give examples regarding the thesis.

12. All parties that the author cannot mention one by one who have provided assistance and support, may Allah SWT give His mercy and grace to all of them.

May Allah SWT always bless those mentioned above. May all their sacrifices be counted to help them gain a success in their future life. This thesis is still far from perfection, both in writing techniques and grammar. Therefore, the author looks forward for any suggestions and criticisms, that may improve future improvements. The author also hopes that this report can be useful especially for the author and the readers.

Bekasi, January 12, 2023

A handwritten signature in black ink, appearing to read 'Muhammad Aulia Yahya', written in a cursive style.

Muhammad Aulia Yahya

1501172323