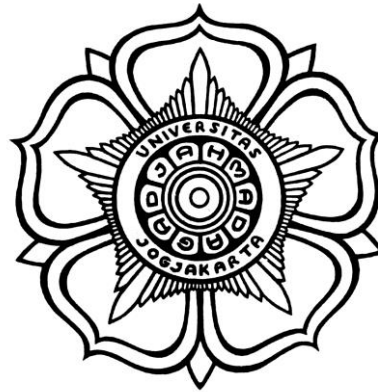


# **COMMERCIAL CRITICAL SUCCESS FACTOR (CSF) FOR FRESH PRODUCE E-COMMERCE AND ITS IMPACT ON CUSTOMER LOYALTY AT SAYURBOX**

## **Theses**

To Partially Complete the Requirements  
of Achieving a Master Degree



Proposed by  
**Asri Hanifah**  
20/465198/PEK/26201

To  
**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
2022**