

# **THE DETERMINANTS OF E-COMMERCE CUSTOMER SATISFACTION**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by  
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to  
**FACULTY OF ECONOMICS AND BUSINESS**  
**UNIVERSITAS GADJAH MADA**  
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**The Determinants of E-commerce Customer Satisfaction**  
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Master of Business Administration  
Faculty of Economics and Business  
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## AUTHORIZATION

# THE DETERMINANTS OF E-COMMERCE CUSTOMER SATISFACTION

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Has been defended before the Board of Examiners

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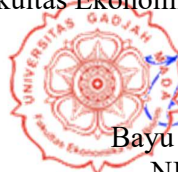
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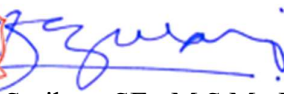
The Thesis has been accepted  
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