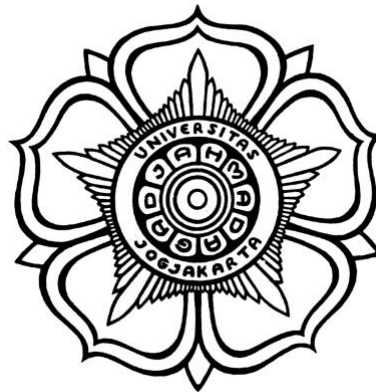


**Gojek as a Digital Platform: Customer satisfaction,
eWOM and the Moderating Role of Perceived
Technological Innovativeness**

Undergraduate Thesis

**Submitted in Partial Fulfillment of the Requirements for the Undergraduate
Degree**

Department of Management of The Faculty of Economics and Business



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YOGYAKARTA
2025**

LEMBAR PENGESAHAN



UNIVERSITAS GADJAH MADA
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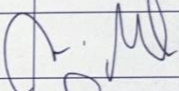
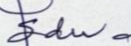

Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

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Disusun oleh
Lalu Muhammad Iqbal Arifin
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Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

Telah diujikan pada 24 September 2025

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