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**ANALISIS KUALITAS LAYANAN *E-COMMERCE* LAZADA
MENGUNAKAN METODE *E-SERVQUAL* DAN *ZONE OF
TOLERANCE***

SKRIPSI

⁴ Diajukan Sebagai Salah Satu Syarat Memperoleh Gelar Sarjana Manajemen
Fakultas Ekonomi dan Sosial Universitas Jenderal Achmad Yani Yogyakarta



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