THESIS

UNDERSTANDING CUSTOMER BEHAVIOR IN AN ONLINE TRAVEL AGENT: THE INFLUENCE OF USER'S GENDER, CITY LOCATION, LOYALTY STATUS, RATINGS, AND LEVEL OF INCOME TOWARDS PROMOTION USAGE DURING COVID-19 PANDEMIC

Written to meet a partial academic requirement to obtain
the degree of Magister Manajemen

Written by:
NAME **: CINDY CENDANA**
STUDENT NUMBER **: 01638200011**

STUDY PROGRAM OF MANAGEMENT MASTER PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
JAKARTA
2022