

**ANALYSIS EFFECT OF OMNI CHANNEL ON THE MSME'S  
PERFORMANCE IN CRAFT INDUSTRY THROUGH  
CUSTOMER EXPERIENCE AND CUSTOMER  
RELATIONSHIP MANAGEMENT**

**THESIS**



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**MANAGEMENT PROGRAM FACULTY OF  
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**MERCU BUANA**

**JAKARTA**

**2020**

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**Proposed to Fulfill One of the Requirements to Achieve**

**Undergraduate Program**



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