

ORIGINALITY STATEMENT
Submitted to the
INTERNATIONAL UNDERGRADUATE PROGRAM
UNIVERSITAS MERCU BUANA

The undersigned below:

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Do herewith declare that the material contained in my thesis entitled:

“ANALYSIS EFFECT OF OMNI CHANNEL ON THE MSME’S PERFORMANCE IN CRAFT INDUSTRY THROUGH CUSTOMER EXPERIENCE AND CUSTOMER RELATIONSHIP MANAGEMENT” is original work performed by me and it is under the guidance and advice of my faculty supervisor Dudi Permana Ph.D. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person except where due references are made based on applicable provision. By this statement, I made with real and I am willing to accept any action taken if later proved there is plagiarism in this research. Thus, I convey this statement letter was made with sincerity

Jakarta, 18 February 2020



Putri Ayu Yulisa

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