

***CUSTOMIZATION ON TRUST IN ONLINE MARKETPLACE:
SYSTEMATIC LITERATURE REVIEW***



**Submitted to the Faculty of Economics and Business, Diponegoro University
to fulfill the requirements for achieving a Bachelor's Degree in Management**

UNDERGRADUATE THESIS

Arranged By :

FARHAN MUHAMAD KAMIL DANOPA

12010120190120

FAKULTAS EKONOMIKA DAN BISNIS

UNIVERSITAS DIPONEGORO

SEMARANG

2024