

***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**