

**EFFECT OF SERVICE QUALITY, PRODUCT QUALITY,
STORE ATMOSPHERE, AND PRICE AFFORDABILITY ON
CUSTOMER SATISFACTION AND LOYALTY AT COFFEE
SHOP LAPAK NGOPI**

Thesis

To Partially Fulfill the Requirements for
Achieving a Master's Degree Master of
Management Study Program



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To

**MAGISTER MANAGEMENT
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS GADJAH MADA**

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