

**DEVELOPING CUSTOMER LOYALTY:
FULFILL CUSTOMERS' EXPECTATION THROUGH
ADVERTISING AND SALES PROMOTION**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program on Master of Management
Department of Social Science



MARIA ANGELIE OCTASYA

9901/PS/MM/02

**TO
THE GRADUATE PROGRAM
GADJAH MADA UNIVERSITY
2004**



Developing customer loyalty :: Fulfill customers' expectation through promotional marketing

OCTASYA, Maria Angelie, Prof.Dr. Dibyo Prabowo, MSc

Universitas Gadjah Mada, 2004 | Diunduh dari <http://etd.repository.ugm.ac.id/>



Master of Management Study Program

Gadjah Mada University

DECLARATION

AUTHORIZATION

DEVELOPING CUSTOMER LOYALTY: FULFILL CUSTOMERS' EXPECTATION THROUGH PROMOTIONAL MARKETING

prepared and compiled by

Maria Angelie Octasya

9901/PS/MM/02

has been defended before the Board of Examiners

on March 25, 2004

and has been declared to fulfill all requirements

Yogyakarta, March 25, 2004

Examiner I

Drs. Gunawan Adisaputro, MBA

Examiner II

Prof. Dr. Dibyo Prabowo, M.Sc

Advisor

Prof. Dr. Dibyo Prabowo, M.Sc