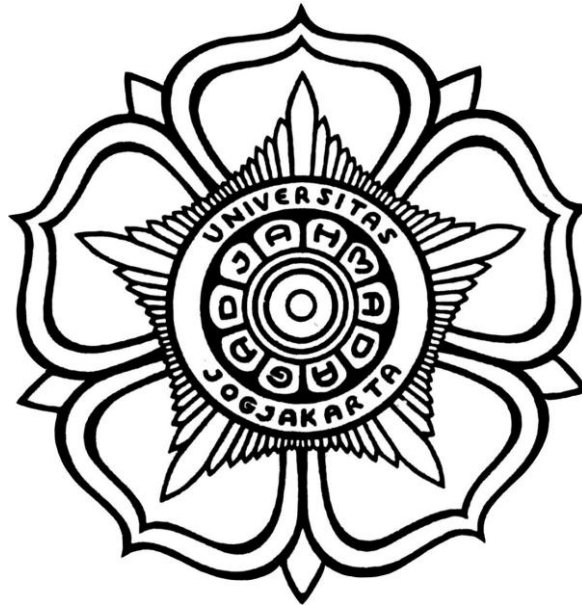


**The Moderating Effect of Perceived Risk on The Relationship  
Between Switching Cost and Customer Loyalty**

THESIS



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