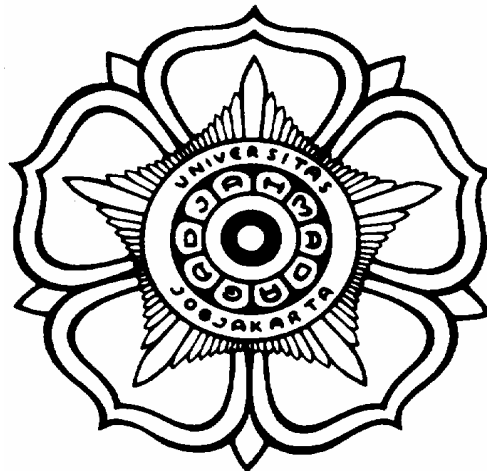


**THE ROLE OF NATURE OF SERVICE AS MODERATING
VARIABLE ON THE EFFECT OF SERVICE QUALITY
ON CUSTOMER SATISFACTION AND
CUSTOMER LOYALTY**

Thesis

As a partial fulfillment to achieve a Master Degree

**Study Program in Master of Management (Magister Manajemen)
Department of Social Sciences**



**Submitted by
Sophia Gunawan
20805/PS/MM/06**

**to
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2008**