



The influence of perception and expectation into customer overall satisfaction and word of mouth to the thai food dining experience

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Universitas Gadjah Mada, 2009 | Diunduh dari <http://fd.repository.ugm.ac.id/>

# THE INFLUENCE OF PERCEPTION AND EXPECTATION INTO CUSTOMER OVERALL SATISFACTION AND WORD OF MOUTH TO THE THAI FOOD DINING EXPERIENCE

Thesis

As a partial fulfillment to achieve a Master Degree

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



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07/266143/PEK/12052

to  
**FACULTY OF ECONOMICS AND BUSINESS**  
**UNIVERSITAS GADJAH MADA**  
**2009**