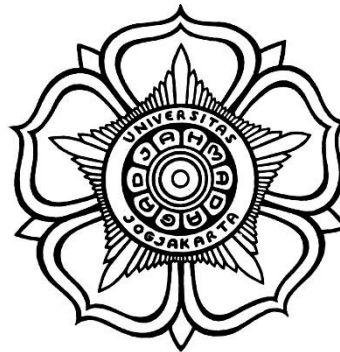


**FACTORS INFLUENCING CUSTOMERS' SATISFACTION AND LOYALTY  
TOWARD COFFEE SHOPS IN YOGYAKARTA**

**Thesis**

To Fulfil the Partial Requirement of Obtaining Bachelor Degree

Management Department



Bachelor Thesis Supervisor:

**Bayu Aji Aritejo, S.E., M.M., M.Si., Ph.D.**

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**UNIVERSITAS GADJAH MADA**

**YOGYAKARTA**

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