



THE INFLUENCE OF CUSTOMER SATISFACTION ON BRAND LOYALTY AND DISTRIBUTOR LOYALTY: STUDY AT PT. TRAKINDO UTAMA

EDWIN OCTAVANA MAHADITYA P, Yulia Arisnani Widyaningsih, M.B. A., Ph.D.

Universitas Gadjah Mada, 2016 | Diunduh dari <http://etd.repository.ugm.ac.id/>

THE INFLUENCE OF CUSTOMER SATISFACTION ON BRAND LOYALTY AND DISTRIBUTOR LOYALTY:

STUDY AT PT. TRAKINDO UTAMA

BACHELOR THESIS

Proposed as one of the requirements to complete Bachelor Study Program (S-1)

Faculty of Economics and Business Universitas Gadjah Mada

Bachelor Thesis Supervisor:

Dra. Yulia Arisnani Widyaningsih, M.B.A., Ph.D.



Proposed by:

Edwin Octavana Mahaditya Pratama

12/335997/EK/19158

FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA YOGYAKARTA

2016