

**FINAL PAPER**

**THE EFFECT OF STORE ATMOPSHERE, SERVICE  
QUALITY, PRODUCT ASSORMENT TOWARDS CUSTOMER  
LOYALTY THROUGH CUSTOMER SATISFACTION ON  
INNISFREE CUSTOMER’S IN SURABAYA**

Submitted as a final requirement to obtain the degree of *Sarjana Manajemen Strata Satu*

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**2019**



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**AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER**  
**ANALYSIS OF THE EFFECT OF STORE ATMOSPHERE, SERVICE**  
**QUALITY, PRODUCT ASSORTMENT TOWARDS CUSTOMER**  
**LOYALTY THROUGH CUSTOMER SATISFACTION ON INNISFREE**  
**CUSTOMER'S IN SURABAYA**

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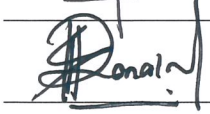

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**AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER**

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## PREFACE

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Although the thesis is still far from being perfect, the author does believe that this thesis will be useful for further usage. As the thesis is completed, with the effort and love from all the people involved in the preparation stage as mentioned before, and to them, the author dedicates this final paper.

Surabaya, 6 August 2019

A handwritten signature in black ink, appearing to read 'Michael Ade', written in a cursive style with a long horizontal stroke at the end.

Michael Ade

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