

FINAL PAPER

**ANALYSIS OF THE IMPACT OF STORE ATTRIBUTES
TOWARDS PERCEIVED RELATIONSHIP INVESTMENT
AND PERCEIVED RELATIONSHIP QUALITY ON
CUSTOMER'S ATTITUDINAL LOYALTY OF SOGO
DEPARTMENT STORE IN SURABAYA**

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

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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
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SURABAYA**

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PREFACE

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Surabaya, 11th September 2019

Della Renata Preciosa Waskito

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