

**FINAL PAPER**

**AN ANALYSIS ON THE EFFECTS OF HYPERMART'S  
LOYALTY PROGRAM ATTRIBUTES ON STORE  
SATISFACTION AND LOYALTY**

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

**By:**

**NAME : AMIN XAVIER TANG**

**NPM : 01120080076**



**PROGRAM STUDI MANAJEMEN  
FAKULTAS EKONOMI  
UNIVERSITAS PELITA HARAPAN  
SURABAYA  
2012**



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Student Name : Amin Xavier Tang  
NPM : 01120080076  
Department : Management

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**AN ANALYSIS ON THE EFFECTS OF HYPERMART'S LOYALTY PROGRAM  
ATTRIBUTES ON STORE SATISFACTION AND LOYALTY**

By:

Name : Amin Xavier Tang  
NPM : 01120080076  
Department : Management

Has been checked and recommended for final and comprehensive oral defense in order to obtain the degree of *Sarjana Ekonomi* at the Fakultas Ekonomi, Universitas Pelita Harapan Surabaya.

Surabaya, 27 April 2012

Agreed:

Advisor

Prof. Maria Rochelle G.  
Divinagracia, M.Sc., DBA

Co-Advisor

Amelia, S.E., RFP-I, M.M.

Head  
Program Studi Manajemen  
Ronald S.T., M.M.

Dean  
Fakultas Ekonomi  
Prof. Louie A. Divinagracia, M.Sc., DBA



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---

**FINAL PAPER EXAMINATION COMMITTEE**

On Wednesday, 9<sup>th</sup> May 2012, this Final Paper has been examined in a comprehensive oral presentation to fulfill one of the academic requirements to obtain the degree of *Sarjana Ekonomi* at the Fakultas Ekonomi, Universitas Pelita Harapan Surabaya:

**Name** : Amin Xavier Tang  
**NPM** : 01120080076  
**Department** : Management

The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper entitled "AN ANALYSIS ON THE EFFECTS OF HYPERMART'S LOYALTY PROGRAM ATTRIBUTES ON STORE SATISFACTION AND LOYALTY" were the following:

Name	Status	Signature
1. Leo Tambunan, S.E., M.M.	as Chairman of the Committee	
2. Prof. Maria Rochelle G. Divinagracia, M.Sc., DBA	as Thesis Advisor and Member of the Committee	
3. Ronald Suryaputra, S.T., M.M	as the Member of the Committee	

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### **“AN ANALYSIS ON THE EFFECTS OF HYPERMART’S LOYALTY PROGRAM ATTRIBUTES ON STORE SATISFACTION AND LOYALTY”**

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The author realizes there are many weaknesses and limitations existed in this Thesis, hopefully beyond the imperfections, this Thesis can still provide benefits to the reader and the subject for the further study.

Surabaya, 27 April 2012

Amin Xavier Tang

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