

THESIS

THE EFFECT OF PRICE PERCEPTION AND VULNERABILITY TO
CUSTOMER LOYALTY AND INTENTIONS TO SWITCH THROUGH PRICE
OFFER FAIRNESS, PRICING PROCEDURE FAIRNESS, SATISFACTION
WITH DEALER SERVICE, CAR UPON DELIVERY, AND PURCHASE ON
TOYOTA CUSTOMER IN SURABAYA.

Written for fulfilled the academic requirement in order to acquire “gelar sarjana
magister manajemen strata dua”

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