FINAL PAPER

THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, GENERAL EXTERIOR, GENERAL INTERIOR ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF MCDONALD’S RESTAURANT BASUKI RAHMAT IN SURABAYA

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

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Hereby declare that the Thesis Proposal that I have written, titled “THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, GENERAL EXTERIOR, GENERAL INTERIOR ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF MCDONALD’S RESTAURANT BASUKI RAHMAT IN SURABAYA” is:

1) Written and completed by myself using lecture materials, field research, textbooks, and journals listed in the references sections of this Final Paper.
2) Not a duplication of published final paper or thesis used for obtaining the Bachelor’s degree from other universities, except for the review of literature with proper reference citation; and
3) Not a translation of a book or journal listed in the references section of this Final Paper.

If I am proven for not being truthful, this Thesis Proposal will be invalid or cancelled.

Surabaya, 2 December 2016

Declared by,

Mark Sebastian Gunawan
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AGREEMENT OF MENTORING GUIDANCE FOR THESIS PROPOSAL

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The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper titled:

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3. Amelia, S.E., M.M.  
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