

**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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**2016**



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Surabaya, 2 December 2016

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**THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY, GENERAL  
EXTERIOR, GENERAL INTERIOR ON CUSTOMER SATISFACTION AND  
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