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

By:

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FAKULTAS EKONOMI

UNIVERSITAS PELITA HARAPAN

SURABAYA

2016

UNIVERSITAS PELITA HARAPAN SURABAYA
STATEMENT OF ORIGINALITY OF FINAL PAPER

I, a student of International Business Management Study Program, Faculty of Economy, Pelita Harapan University of Surabaya with the following:

Student Name : Mark Sebastian Gunawan
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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

UNIVERSITAS PELITA HARAPAN SURABAYA
FAKULTAS EKONOMI

AGREEMENT OF MENTORING GUIDANCE FOR THESIS PROPOSAL

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

By:

Name   : **Mark Sebastian Gunawan**
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Has been checked and recommended for final and comprehensive oral defense in order to obtain the degree of *Sarjana Ekonomi* at *Fakultas Ekonomi*, Universias Pelita Harapan Surabaya.

Surabaya, 2 December 2016

Agreed;

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UNIVERSITAS PELITA HARAPAN SURABAYA
FAKULTAS EKONOMI

THESIS PROPOSAL EXAMINATION COMMITTEE

On Monday, December 14th, 2016, this Thesis has been examined in a comprehensive oral presentation to fulfill one of the academic requirements to obtain the degree of Sarjana Ekonomi at Fakultas Ekonomi, Universitas Pelita Harapan Surabaya:

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The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper 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" were the following:

Name	Status	Signature
1. Oliandes Sondakh, S.E., M.M.	as Head of the Committee and Thesis Advisor	
2. Dr. Ronald, S.T., M.M.	as member of the committee	
3. Amelia, S.E., M.M.	as member of the committee	

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Surabaya, December 2016

Mark Sebastian Gunawan

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