

PREFACE

Praise the Lord of Jesus Christ for all the blessings He has given, so that this Final Assignment can be completed. The final assignment entitled “**EFFECT OF BRAND CREDIBILITY TO WORD OF MOUTH VIA CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT HYPERMART CYBERPARK KARAWACI**” is intended to fulfill one of the academic requirements in order to obtain a Magister of Management degree at Universitas Pelita Harapan, Jakarta. The author realizes that without guidance, assistance, and prayers from various parties, this final assignment will not be completed on time. Therefore, the author would like to express deepest gratitude to all parties who have helped in the process of this Final Assignment, namely to:

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Author

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