PREFACE

By the grace and blessing of the Almighty God, the writer has completed the *skripsi* entitled: "**THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT TO CUSTOMER SATISFACTION AT PT MAKMUR DEKORINDO LESTARI IN MEDAN**".

This skripsi is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Ekonomi*at Universitas Pelita Harapan Medan Campus, Faculty of Economics.

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Finally, the writer acknowledges that there may still be inaccuracies and errors in this skripsi. Therefore, constructive comments as well as inputs from the readers aimed at the improvement of this *skripsi* content are welcomed and highly appreciated.

Medan, July 17, 2019

The Writer,

Diana Selim

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