

## PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“THE INFLUENCE OF PRODUCTS QUALITY ON CUSTOMER LOYALTY AT PT. DELAPAN SAMUDERA PRATAMA, MEDAN”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Management Study Program, Faculty of Economics, Universitas Pelita Harapan Medan Campus.

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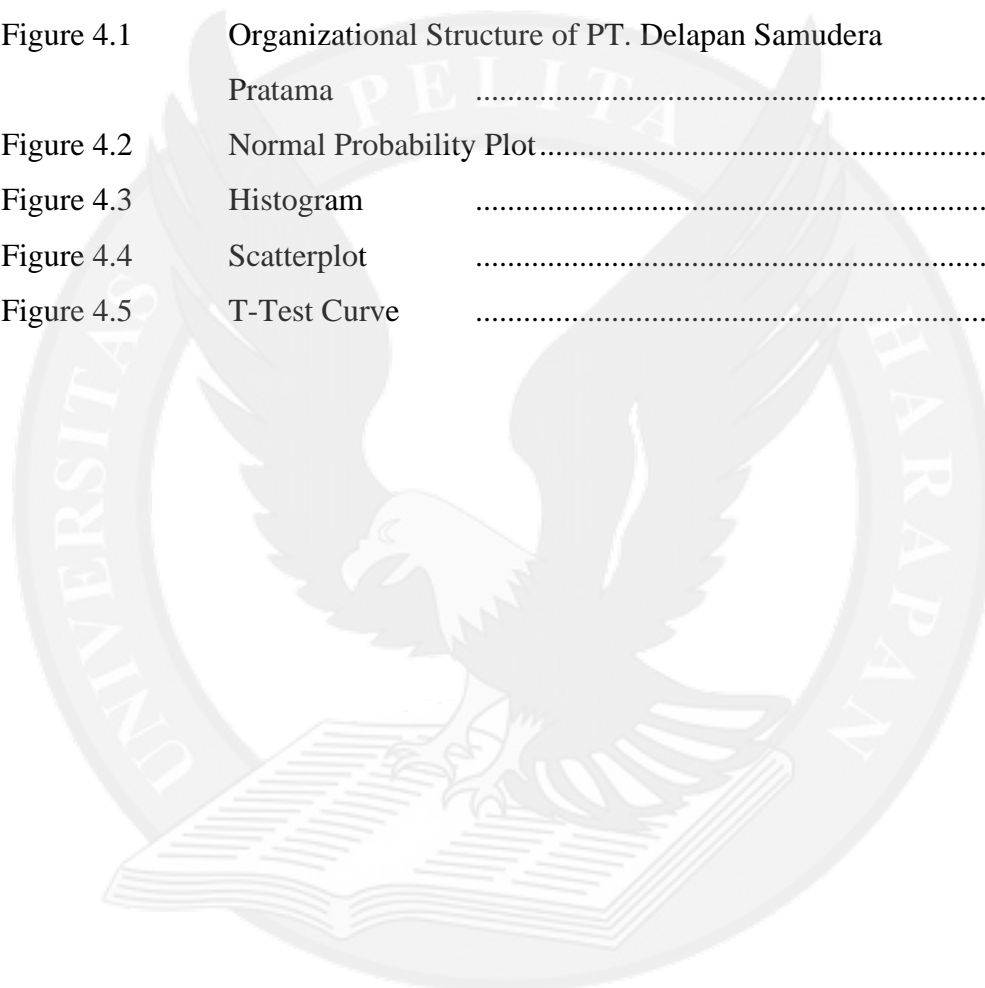
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