HESIS

ENHANCING CUSTOMER LOYALTY IN THE GAMING LAPTOP MARKET: COMPARING THE EFFECTS OF CUSTOMER SATISFACTION AND CUSTOMER-COMPANY IDENTIFICATION

Written to fulfill one of the academic requirements to achieve a Sarjana Ekonomi degree in Management

By : NAME : CYNTHIA STUDENT ID : 00000007455



STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS UNIVERSITAS PELITA HARAPAN KARAWACI 2018