

THESIS

**THE INFLUENCE OF SERVICE QUALITY AND PRODUCT
QUALITY ON CUSTOMER SATISFACTION AND LOYALTY IN
FIXED BROADBAND INTERNET SERVICE INDUSTRY: A CASE
STUDY ON PT FIRST MEDIA**

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

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**STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMICS
UNIVERSITAS PELITA HARAPAN
TANGERANG
2018**