

PREFACE

By the grace of blessing of the Almighty God, the writer has completed the final paper entitled: **“THE INFLUENCE OF LOYALTY PROGRAM ON CUSTOMER BEHAVIOR AT PT. ARIANTO DARMAWAN MEDAN”**.

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

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Medan, July 06, 2019

The Writer,



ALICE

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