

THESIS

***THE INFLUENCE OF PERCEIVED PRICE, QUALITY OF
FOOD, QUALITY OF SERVICE, AND QUALITY OF THE PHYSICAL
ENVIRONMENT ON CUSTOMER LOYALTY THROUGH THE
MEDIATION OF SATISFACTION AND HAPPINESS OF
MOMOYO PUCANG ANOM CUSTOMER IN SURABAYA***

Written to fulfill part of the academic requirements for
obtaining a Master of Management degree

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**MASTER OF MANAGEMENT PROGRAM
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