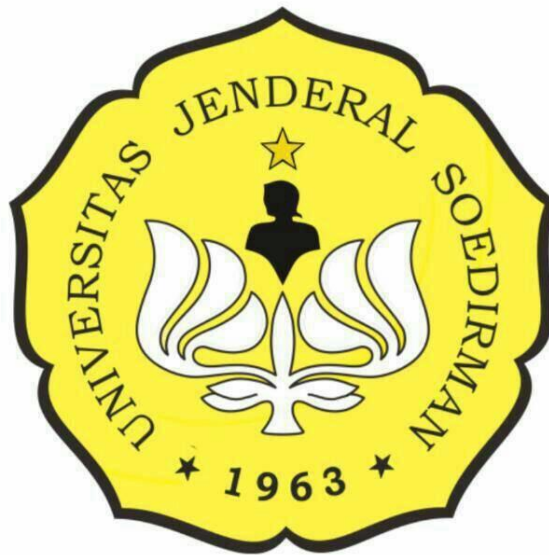


THESIS

**THE EFFECTS OF PRODUCT QUALITY, SERVICE QUALITY AND
PRICE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY**



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