

THESIS

**MEDIATING ROLE OF CUSTOMER SATISFACTION ON THE EFFECT
OF PERCEIVED PRODUCT QUALITY, PERCEIVED SERVICE
QUALITY, PERCEIVED VALUE, AND PERCEIVED PRICE TOWARDS
CUSTOMER LOYALTY
(SURVEY ON INDIHOME CUSTOMERS IN PURWOKERTO)**



By:

MOCH. IQBAL DHIAULHAQ

C1K014011

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
UNIVERSITY OF JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
2018**

THESIS

**MEDIATING ROLE OF CUSTOMER SATISFACTION ON THE EFFECT
OF PERCEIVED PRODUCT QUALITY, PERCEIVED SERVICE
QUALITY, PERCEIVED VALUE, AND PERCEIVED PRICE TOWARDS
CUSTOMER LOYALTY
(SURVEY ON INDIHOME CUSTOMERS IN PURWOKERTO)**

**Completed as a requirement to get a Bachelor Degree
From the Faculty of Economics and Business, University of Jenderal
Soedirman**

**By:
MOCH. IQBAL DHIAULHAQ
C1K014011**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
UNIVERSITY OF JENDERAL SOEDIRMAN
ECONOMICS AND BUSINESS FACULTY
PURWOKERTO
2018**