

PREFACE

All praises to Allah Subhanahu Wata'ala who has given His grace to the author, so writer can finish this research proposal entitled "The Impact of Product Quality, Brand Image and Service Quality Toward Customer Loyalty" (Case Study in Starbucks Soepomo Tebet). This research proposal is a requirement for the research methodology course in Management Department Faculty of Economics and Business of Mercu Buana University.

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