

**ANALYSIS THE INFLUENCE OF HALAL IDENTITY  
SIMILARITY, HALAL IDENTITY DISTINCTIVENESS,  
CUSTOMER SATISFACTION, CUSTOMER TRUST, AND  
COMPANY REPUTATION TOWARDS HALAL  
RESTAURANT LOYALTY**

**THESIS**



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MERCU BUANA**

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**MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS MERCU BUANA JAKARTA  
2023**

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RESTAURANT LOYALTY**

**Thesis Submitted to Fulfill One of the Requirements for Obtaining  
Bachelor's Degree in Economics at Faculty of Economics and Business,  
Management Study Program, Universitas Mercu Buana, Jakarta**



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Stating that this final project is the original work performed by me and it's under the guidance and advice of my thesis supervisor Mr. Mas Wahyu Wibowo, MBA, Ph.D. Not plagiarism or duplicate of the work of others. if it turns out that my statement is not true, then I am willing to be penalized for the cancellation of this thesis if it is proven that I have committed plagiarism.

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Jakarta, June 19<sup>th</sup>, 2023



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## PREFACE

All Praise and Gratitude are always uttered to Allah SWT, because of His blessings and gifts so that the writer can complete the thesis entitled “The Influenced of Halal Identity Similarity, Halal Identity Distinctiveness, Customer Satisfaction, Customer Trust, and Company Reputation on Halal Restaurant Loyalty”. This thesis is required for a bachelor’s degree in the Management Studies program at Mercu Buana University’s Faculty of Economics and Business.

The preparation of this thesis research would not have been possible without the guidance and assistance, especially from Mr. Mas Wahyu Wibowo, MBA, Ph.D. as the thesis supervisor who has given me advice, time, guidance, encouragement, knowledge, and support that is very valuable to the author. For this reason, the author would also like to express her gratitude to:

1. Prof. Dr. Andi Adriansyah, M.Eng, the Rector of Universitas Mercu Buana.
2. Dr. Nurul Hidayah, M.Si, AK the Dean Faculty of Economics and Business Universitas Mercu Buana.
3. Dudi Permana, Ph.D, the Head of Management S1 Study Program.
4. All of the Lecturers and Administration Staffs of Universitas Mercu Buana.

5. My parents, Muhammad Nur and Mariani and family who always provide the best support in the form of prayers, motivation, and materials so that this research can run smoothly as it should.
6. My closest friends Surya Andi Anggoro, Rohadatul Aisy, Windy Nur Afifah, Denistri Aryanggari and Group “Tamasya” who always give idea, support, motivation, comfort, and joy to the writer so that this thesis can run smoothly.
7. Last but not least, I wanna thank me for being willing to fight and survive so far to pursue all desired dreams and of course everything with permission of Allah SWT.

The author realizes that this research is far from perfect. there are many shortcomings, both in terms of grammar and in the material presented. Finally, with all sincerity, the author would like to apologize if there are mistakes and shortcomings in this thesis. May Allah SWT accept all their work and kindnesses. Aamiin.

Jakarta, June 19<sup>th</sup>, 2023



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