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PENGARUH KUALITAS PRODUK DAN KUALITAS  
PELAYANAN TERHADAP LOYALITAS PELANGGAN  
MELALUI KEPuasan KONSUMEN  
(Studi pada My Caramel 1994 cabang Jl. Pramuka Samarinda)

Hasil Penelitian

Oleh:  
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PROGRAM STUDI ADMINISTRASI BISNIS  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
UNIVERSITAS MULAWARMAN  
SAMARINDA  
2021