

**PEGARUH KUALITAS PELAYANAN DAN *CUSTOMER RELATIONSHIP*  
*MANAGEMENT* TERHADAP LOYALITAS KONSUMEN MELALUI  
KEPUASAN KONSUMEN BENGKEL YAMAHA SUMBER BARU MOTOR  
SENTRAL 1 YOGYAKARTA**

***THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER  
RELATIONSHIP MANAGEMENT TO CUSTOMER LOYALTY THROUGH  
CUSTOMER SATISFACTION SERVICE YAMAHA SUMBER BARU MOTOR  
SENTRAL 1 YOGYAKARTA***



Oleh:

**Chaiful Gina Tricahya**

**20140410161**

**PRODI MANAJEMEN**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2018**