

SKRIPSI

**PENGARUH *EXPERIENTIAL MARKETING* TERILADAP LOYALITAS
PELANGGAN MELALUI KEPUASAN PELANGGAN SEBAGAI
VARIABEL INTERVENING
(Studi pada Pelanggan Restoran *Roaster and Bear*)**


***THE INFLUENCE OF EXPERIENTIAL MARKETING ON CUSTOMER
LOYALTY THROUGH CUSTOMER SATISFACTION
AS INTERVENING VARIABLE
(A Case Study on The Restaurant *Roaster and Bear*)***

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Tanggal, 28 Juli 2018