

DAFTAR SINGKATAN

Singkatan	Nama	Pertama kali muncul di halaman
<i>Ads</i>	<i>Adveritisng</i>	3
<i>IMC</i>	<i>Integrated Marketing Communictaion</i>	4
<i>VoC</i>	<i>Voice of Customer</i>	8
<i>IPA</i>	<i>Importance and Performance Analysis</i>	9
NKP	Nilai Kepuasan Pelanggan	26