

## **PREFACE**

Alhamdulillah, all praise gratitude writer prays to presence of Allah SWT and to his grace, that writer can finish thesis with the title “Relationship between Corporate Image and Customer Loyalty (Case Study On Students Of Telkom University, Users Of 4G/LTE Technology Of Telkomsel)”. The purpose of this thesis is to meet one of the requirements of graduation level of education S-1 Business Telecommunications Management and Informatics, Faculty of Economics and Business, Telkom University, Bandung. In this study, many authors get guidance, criticism, suggestions, and motivation are very large from carious parties. Therefore, the author would like to thank:

1. Indria Rachmawati, my supervisor who helped me to write my thesis
2. Zufnun Kamolova, my mom who supports me everyday
3. Elzar Esen

The author realizes that the writing of this thesis is still far from perfection. With all humility, the authors hope that all the shortcomings that exist in this thesis can be used as learning materials for better research in the future.