

PREFACE

In the name of Allah SWT the most merciful and gracious, I would like to say thank you because he has given an opportunity for the author to finish the thesis properly. I also want to convey shalawat and salam to the last messenger of God, Muhammad Prophet.

The thesis entitled “**The Effect of Customer Experience towards Customer Satisfaction at IKEA Alam Sutera**” is structured to meet the requirements of the undergraduate in the department of Business Administration, faculty of Communication and Business, Telkom University, Bandung.

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