THE IMPACT OF MARKETING MIX ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ON MARVEL ENTERTAINMENT MOVIES

(STUDY CASE IN WEST JAVA)

MINI THESIS

Submitted as One of the Requirements to Achieve a bachelor's degree

International ICT Business Study Program

Written by:

Name: Andhika Abdurachim Nafis

NIM: 1401190498



S1 ICT Business
School of Economics and Business
Telkom University
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