

FOREWORD

With gratitude to Allah SWT, the author prays for all the graces, gifts, and opportunities given so that this thesis with the title "The Influence of Service Quality on Customer Loyalty at PLN Icon Plus: Iconnet," can be completed in the expected time. This research is expected to contribute to the internet service provider industry, especially in understanding the factors that affect customers' satisfaction and loyalty. In the midst of increasingly fierce competition, this research is expected to be a reference for industry players to strengthen customer retention strategies by focusing on the frequency of downtime and the quality of technical support provided. During the process of preparing this thesis, many parties have provided assistance, guidance, and very meaningful support. On this occasion, the author would like to express his deep gratitude to:

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The author realizes that this thesis is still far from perfection in writing techniques, mistakes in scientific words of choice. Therefore, criticism and suggestions from readers are very much expected for future improvements. Hopefully this thesis can be useful for readers and can contribute to the development of knowledge in the field of customer service management and also for students of Telkom University in the future.

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