

**THE SERVICE QUALITY AND CUSTOMER SATISFACTION IN
AUTOMOTIVE AFTER-SALES SERVICE: A CASE STUDY OF AGUS
LIO BAN BRIDGESTONE SUBANG**

MINI THESIS

Submitted as One of The Requirements for Obtaining the Bachelor's Degree from
International ICT Business Program

Written by:

Naila Felisha

1401213602



COVER
INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2025