

## SUMMARY

# CITRA PT. BAHAGIA INTI TAMA TERHADAP PRODUK FINCOOK PADA LOYALITAS KONSUMEN DI PERUMAHAN PURI INDAH KEBON JERUK

Created by Yusril Saputra

**Subject** : Citra

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**Keyword** : Citra

### **Description :**

Penelitian ini bertujuan untuk mengetahui bagaimana Citra Fincook (obyek penelitian) pada karyawan konsumen di komplek perumahan Puri Indah Kebon Jeruk (subyek penelitian). Pada penelitian ini penulis menggunakan metode survey, alat pengumpulan data adalah kuesioner, teknik sampling yang digunakan adalah metode stratified random sampling dengan sampel sebanyak 54 orang

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