

PREFACE

In the name of Allah, the most gracious, raise and gratitude to God Almighty for all His grace and guidance, the author was able to complete the preparation of the thesis entitled "CONSUMER SATISFACTION ANALYSIS TOWARDS STORE ATMOSPHERE AND LOCATION USING IMPORTANCE-PERFORMANCE ANALYSIS". During the preparation of this thesis, the author received a lot of guidance, support, advice and great motivation from various parties.

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The writer realizes that this thesis is still far from being perfect. Therefore, the writer always expects constructive criticism and suggestions. Therefore, this thesis is valid and can be used as additional information for all parties who need it.

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