

List of Figures

Figure 1. Marvel Entertainment Company's Logo	1
Figure 2 Research Framework.....	18
Figure 3 Research Phase.....	26
Figure 4 Continuum Line.....	35
Figure 5 Marketing Mix Continuum Line	47
Figure 6 Customer Satisfaction Continuum Line	48
Figure 7 Customer Loyalty Continuum Line.....	49
Figure 8 Scatter Plot between Marketing Mix toward Customer Satisfaction	52
Figure 9 Scatter Plot between Marketing Mix toward Customer Loyalty.....	52