

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: A Study Of Public Opinion On Coal Mining and Shipment Businesses: A Website-Based Analysis. This research aims to highlight the importance of service quality in fostering customer loyalty, especially in the context of industrial sectors that rely heavily on digital connectivity. It is hoped that this study can contribute valuable insights for internet service providers in enhancing their service strategies. The author sincerely thanks all parties who have supported and guided the completion of this thesis. 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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Bandung, 23 July 2025

A handwritten signature in black ink, appearing to be 'MH' with a horizontal line underneath.

Muhammad Hanif

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