THE INFLUENCE OF SOCIAL MEDIA, RETAIL STORE, PRODUCT QUALITY, AND CUSTOMER LIFETIME VALUE ON CUSTOMER LOYALTY OF JANUS APPAREL



UNDERGRADUATE THESIS

Submitted as partial requirement to complete the Undergraduate Degree (S1) of Management Department of Faculty of Economics and Business Diponegoro University

Rani Shinta Nurmalasari 12010116140235

FACULTY OF ECONOMICS & BUSINESS DIPONEGORO UNIVERSITY SEMARANG 2020