

**THE INFLUENCE OF ELECTRONIC
CUSTOMER RELATIONSHIP MANAGEMENT
(e-CRM) ON CUSTOMER LOYALTY WITH
CUSTOMER SATISFACTION AS A
MEDIATING VARIABLE STUDY IN
AHASS PUTRI JAYA MOTOR GROUP BREBES**



BACHELOR THESIS

Proposed as one of the requirements to complete the
bachelor degree program in the Faculty of Economics and Business
Diponegoro University

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SEMARANG
2021**