

**CORPORATE SOCIAL RESPONSIBILITY  
DISCLOSURE AS A CUSTOMER  
SATISFACTION AND RETENTION STRATEGY  
IN THE CHAIN RESTAURANT SECTOR**



**BACHELOR-THESIS**

Proposed as one of the requirements  
to complete the bachelor degree (S1) program  
in the Faculty of Economics and Business  
Diponegoro University

Submitted by:

**ONG TEENYA AUGUSTINE**  
**12030117190243**

**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
2021**