

**PENGARUH CITRA TOKO DAN KEPUASAN PELANGGAN  
TERHADAP LOYALITAS PELANGGAN DI GMT SWALAYAN  
SLEMAN, YOGYAKARTA**

*THE INFLUENCE OF A SHOP IMAGE AND CUSTOMER  
SATISFACTION TOWARDS CUSTOMER LOYALTY IN GMT  
SWALAYAN (SELF SERVICE SHOP) OF SLEMAN, YOGYAKARTA.*



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**2017**