

**THE IMPACT OF STRUCTURAL AND INFRASTRUCTURAL
ELEMENTS ON CUSTOMER SATISFACTION
(EMPIRICAL STUDY OF CAFES IN BRAGA BANDUNG)
UNDERGRADUATE THESIS**



Arranged by:

Firga Mutmainah Hidayat

20200410197

**INTERNATIONAL PROGRAM OF MANAGEMENT AND
BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
(2024)**

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**DAMPAK UNSUR STRUKTURAL DAN INFRASTRUKTURAL
TERHADAP KEPUASAN PELANGGAN
(STUDI EMPIRIS KAFE DI BRAGA BANDUNG)
UNDERGRADUATE THESIS**

Submitted to Fulfil the Requirements to Get a Bachelor's Degree at The Faculty of
Economics, Management Department, Universitas Muhammadiyah Yogyakarta



Arranged by:

Firga Mutmainah Hidayat

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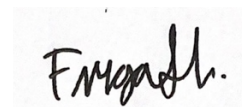
DECLARATION

The author expresses gratitude and thankfulness to the Almighty God for His blessings and grace, enabling the completion of the thesis entitled "The Impact of Structural and Infrastructural Elements on Customer Satisfaction (Empirical Study of Cafes in Braga Bandung)" in a timely manner. The purpose of writing this thesis is twofold: to learn about the process of thesis writing at the University of Muhammadiyah Yogyakarta and to attain a Bachelor's degree in Economics with a major in Management. On this occasion, the author would like to extend gratitude to all those who provided both moral and material support, contributing to the completion of this thesis.

Despite the author's best efforts to meticulously finalize this thesis it is acknowledged that there are still areas where improvements can be made. Therefore, the author welcomes constructive criticism and suggestions from readers to enhance the quality of this thesis.

In conclusion, the author hopes that this thesis will prove beneficial to readers and other stakeholders with vested interests.

Yogyakarta, 20 June 2024



Firga Mutmainah Hidayat

STATEMENT PAGE

The result of this study.

Name : Firga Mutmainah Hidayat

Student Number : 20200410197

The author of this study declares that this thesis, titled "The Impact of Structural and Infrastructural Elements on Customer Satisfaction (Empirical Study of Cafes in Braga Bandung)" has not been submitted to any other institution to earn a bachelor's degree. To the best of the author's knowledge, all content in this thesis is original, except where properly cited and listed in the Bibliography. The author is prepared to withdraw this thesis if it is found that any part of the research or written work has been previously published or authored by someone else.

Yogyakarta, 20 June 2024

A handwritten signature in black ink, appearing to read "Firga", is written over a rectangular stamp. The stamp contains the text "METRO" and "TEM" and a small emblem. To the left of the stamp is a vertical stamp with the number "10000" and "ESBAK0650814028".

Firga Mutmainah Hidayat

DEDICATION

Praise be to Allah SWT for His blessings, grace, and good health, which enabled the author to complete the thesis titled "The Impact of Structural and Infrastructural Elements on Customer Satisfaction (Empirical Study of Cafes in Braga, Bandung)." Throughout the preparation of this thesis, the author received extensive guidance, knowledge, and support from many individuals who contributed to its completion. With heartfelt sincerity, the author extends his gratitude to:

1. My beloved mom, Mrs. Eti Herawati, who always prays for her youngest child. I hope mom is proud of her youngest child's achievements.
2. My hero, Mr. Wahyu Hidayat, who never had the opportunity to see his daughter grow into someone brave enough to explore the world. Dad, I've experienced so much without you, and I hope you are smiling in heaven at Gaga's achievements.
3. To my older brothers, Aa Megi, Aa Hijrah, and Aa Kiki, as well as my older sisters, Teh Fitrah, and Teh Fitri, and also my sisters-in-law, Teh Ovi and Teh Ita, thank you for your unwavering support and encouragement for your youngest sister. Your continuous support has been invaluable, and I deeply appreciate all the ways you have helped me along the way.
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