

**CUSTOMER SATISFACTION AND SOCIAL ACTIVITIES TOWARDS TO
BRAND POSITIONING IN SERVICE SECTOR OF LANTAI BUMI COFFEE**

Thesis

**A graduating paper submitted to the board of examiners as partial fulfilment of
the requirement of bachelor degree in Faculty of Business and Economics**

Universitas Atma Jaya Yogyakarta



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April 11th 2022



Letter of Statement

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STATEMENT OF AUTHENTICITY

I, the undersigned declare that this undergraduate thesis entitled :

CUSTOMER SATISFACTION AND SOCIAL ACTIVITIES TOWARDS TO BRAND POSITIONING IN SERVICE SECTOR OF LANTAI BUMI COFFEE

is my original work, gathered and utilized specially to fulfil the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publication cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked to Universitas Atma Jaya Yogyakarta.

Yogyakarta, July 18th 2022

The writer



Charisty Clamentine Panjaitan

PREFACE

The writer would like to say the praise and gratitude to God Almighty, for all the graces and blessings that provide health and wisdom to the writer that this study can be completed properly.

Thesis entitled “Customer Satisfaction and Social Activities Toward to Brand Positioning in Service Sector of Lantai Bumi Coffee”, prepared to obtain a Bachelor’s degree of Business and Economics in Universitas Atma Jaya Yogyakarta.

On this occasion the writer like to thank Mr Drs. Budi Suprpto, MBA.,Ph.D. as Thesis Supervisor who has provided guidance and suggestions to the writer since the beginning of the study until the completion of this thesis writing. The writer would like to thank especially to the Father, Erwin Panjaitan and the Mother, Jeannette Westenberg and the siblings, Cherry Josie, Clarissa Novelyn, and Craig Ezekiel who have prayed and gave the writer encouragement and support for the study. Especially thank to Alexsander Jimmy as the writer’s partner who helped and being supported and lovely during the research.

The writer has endeavoured to as much as possible in completing this thesis, but the writer is aware there are many drawbacks in terms of both content and grammar, then the writer welcome any suggestions and constructive criticism from the readers for this thesis perfectly. The writer hope the contents of this paper would be useful in enriching the repertoire of knowledge.

ABSTRACT

Brand and brand positioning has become very important in today's global world. Every sector has to create a brand and increase brand awareness to the society where the interactions have increased tremendously. Brand positioning describes how a brand is not quite the same as its rivals and how it sits in the customers minds. That's means when a brand can positions themselves very well, the chances to success will increase. The main purpose of this thesis is to investigate the impact of customer satisfaction and social activities towards to brand positioning. The survey is conducted in the one of famous coffee shop in Yogyakarta, Lantai Bumi Coffee. The result show that there is a meaningful relationship between customer satisfaction and brand positioning of Lantai Bumi Coffee. There's also a meaningful relationship between social activities and brand positioning of Lantai Bumi.

Keywords : customer satisfaction, brand positioning, service sector.

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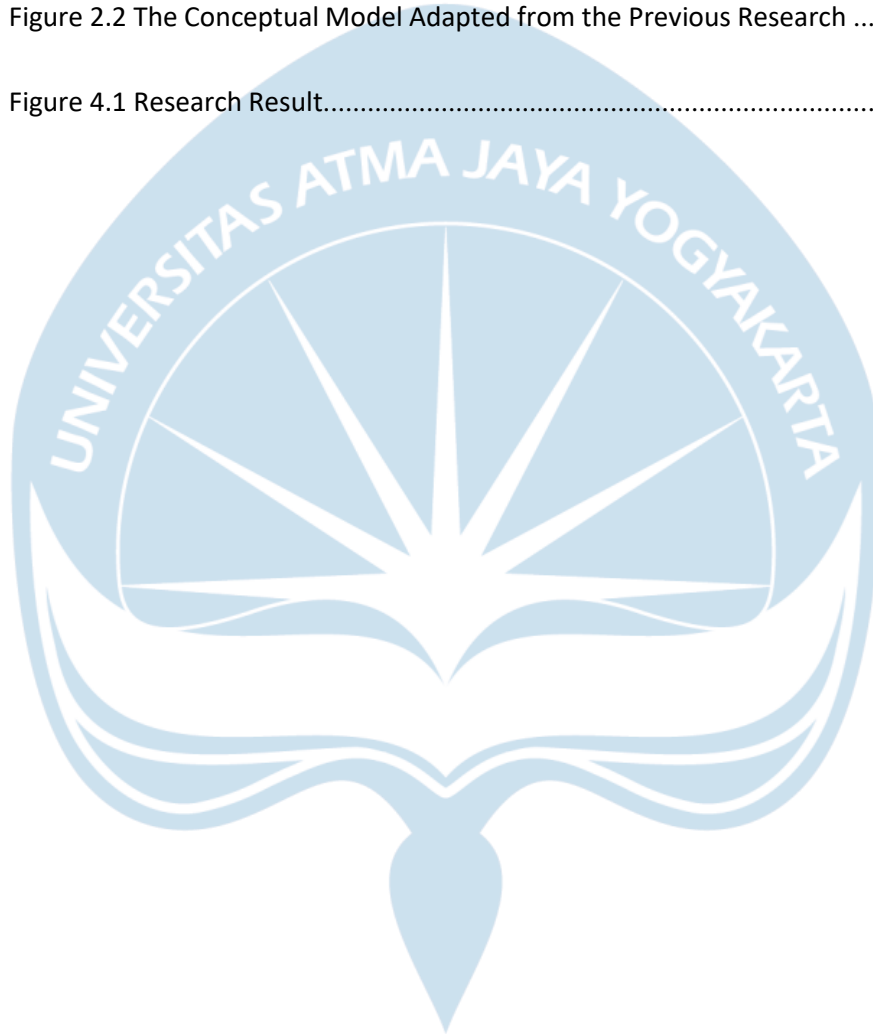
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