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**THE STRATEGIC MARKETING IN PRODUCT
DIFFERENTIATION TO KEEP THE LOYAL CUSTOMER IN
DE JONGE DIKKERT RESTAURANT**

Oleh:

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**HOTEL MANAGEMENT PROGRAM
INTERNATIONAL HOSPITALITY MANAGEMENT**



FACULTY OF ECONOMICS PETRA CHRISTIAN UNIVERSITY

CHRISTELIJKE HOGESCHOOL NEDERLAND

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Authorisation Page

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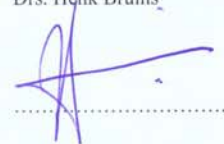
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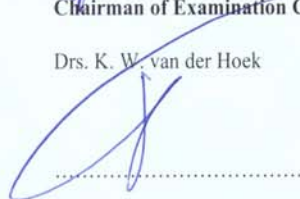
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PREFACE

This thesis is written in order to complete the double degree program at Petra Christian University, Surabaya - Indonesia in cooperation with Christelijke Hogeschool Noord, Leeuwarden – Nederland.

First of all, the writers would like to thank God for the opportunity to come and participate in a one year Hospitality Program in Christelijke Hogeschool Noord – Nederland, Leeuwarden and by being trainees in De Jonge Dikkert Restaurant, Amsterdam for 10 months.

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The writers hope this thesis can be useful in the future and apologize if there are any mistakes found in this thesis.

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