

Retraction Note: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products

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CHRONICLE

RETRACTION

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The editors of *Management Science Letters* retract this article [1] due to severe irrelevant and unusual citations on this paper from other sources.

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References

- [1] Sudari, S., Tarofder, A., Khatibi, A., & Tham, J. (2019). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9(9), 1385-1396.



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