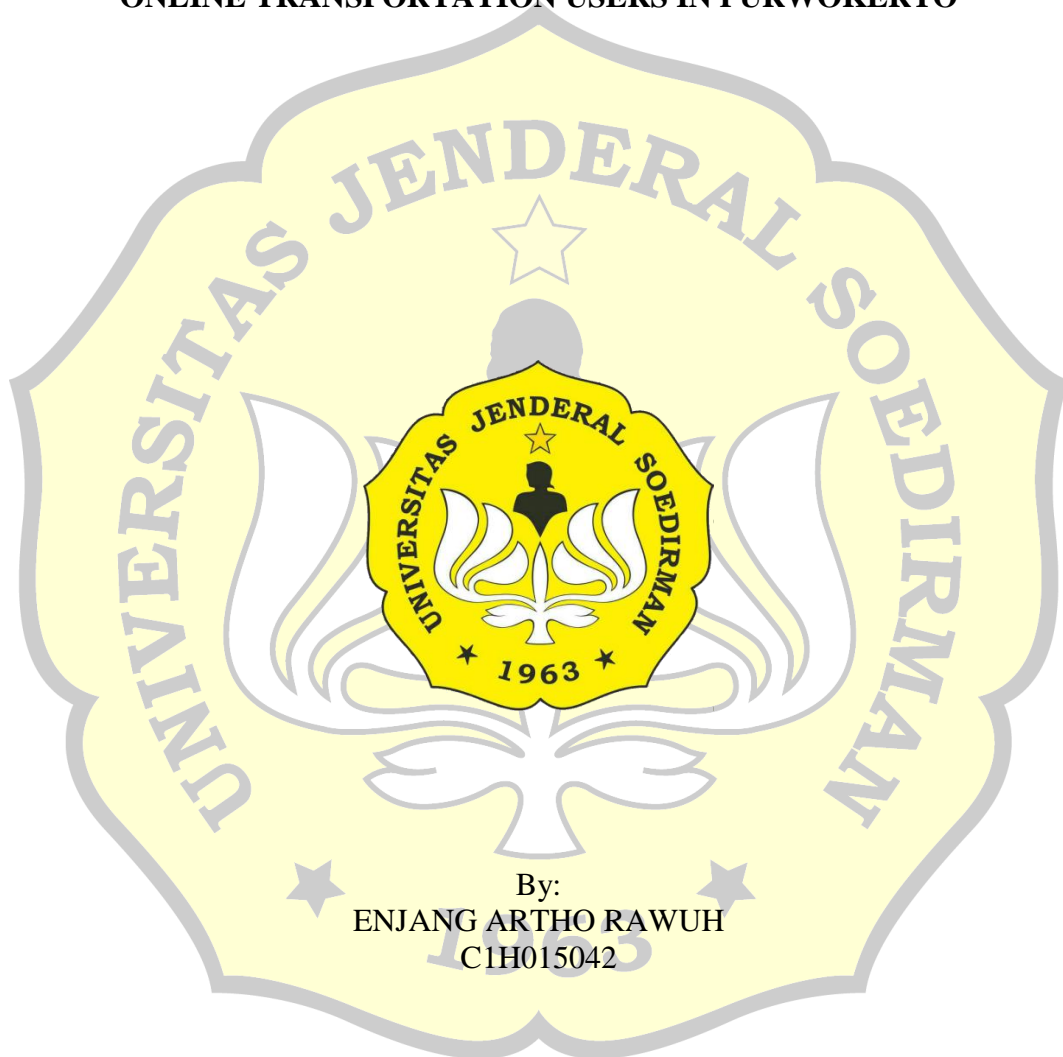


THESIS

**FACTORS AFFECTING BRAND SWITCHING BEHAVIOUR ON
ONLINE TRANSPORTATION USERS IN PURWOKERTO**



By:
ENJANG ARTHO RAWUH
C1H015042

**MINISTRY OF RESEARCH, TECHNOLOGY, AND HIGHER
EDUCATION FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS JENDERAL SOEDIRMAN
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In order to fulfill some of the requirements needed to get a Bachelor Degree from
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