

THESIS

**RELATIONSHIP OF SOCIAL INFLUENCE AND SELF-CONGRUITY
TOWARDS BRAND LOYALTY OF COSMETIC PRODUCT:
MEDIATING BY BRAND TRUST (SURVEY ON CONSUMERS OF “VCO
FOR LIFE” PRODUCT IN CIPAKU, BOGOR)**



By:

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**MINISTRY OF RESEARCH TECHNOLOGY AND HIGHER EDUCATION
JENDERAL SOEDIRMAN UNIVERSITY
ECONOMICS AND BUSINESS FACULTY
MANAGEMENT PROGRAM
PURWOKERTO
2021**

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In order to fulfill some of requirements needed to obtain Bachelor Degree
from the Economics and Business Faculty Jenderal Soedirman University



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