

THESIS

**THE EFFECT OF BRAND ATTRACTIVENESS AND SELF
CONGRUENCE ON PURCHASE INTENTION : CUSTOMER BRAND
IDENTIFICATION AS MEDIATING VARIABLE**

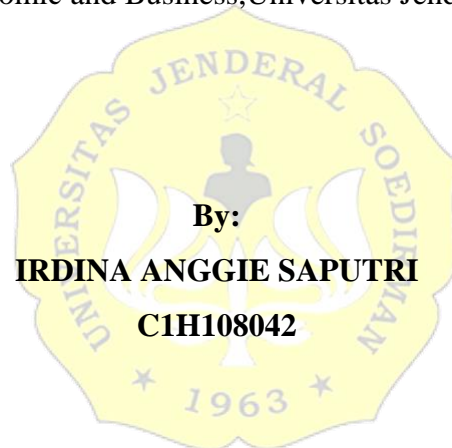
(STUDY ON THREE SECOND IN PURWOKERTO)



**MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
MANAGEMENT DEPARTMENT
2022**

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In order to fulfil some of the requirements needed to get a bachelor degree from the
Faculty of Economic and Business, Universitas Jendral Soedirman



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