

**THESIS**

**THE EFFECT OF BRAND HATE AND PRODUCT QUALITY TO BRAND  
SWITCHING MS GLOW PRODUCT WITH NWOM AS MEDIATING VARIABLE  
(STUDY ON USERS MS GLOW)**



**By:**

**MUHAMMAD LUTHFI FAHREZA**

**C1H018023**

**MINISTRY OF EDUCATION AND CULTURE**

**UNIVERSITY OF JENDERAL SOEDIRMAN**

**FACULTY OF ECONOMICS AND BUSINESS**

**PURWOKERTO**

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