THESIS

THE EFFECT OF VALUE CONGRUITY ON BRAND LOYALTY WITH AFFECTIVE BRAND COMMITMENT AND CONSUMERS BRAND IDENTIFICATION AS MEDIATING VARIABLES

(Study on Tiket.com Application Users)



By:

Adryan Septyan Primansyah C1H019040

MINISTRY OF EDUCATION, CULTURE, REASEARCH, AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF INTERNATIONAL MANAGEMENT
PURWOKERTO
2023

THESIS

THE EFFECT OF VALUE CONGRUITY ON BRAND LOYALTY WITH AFFECTIVE BRAND COMMITMENT AND CONSUMERS BRAND IDENTIFICATION AS MEDIATING VARIABLES

(Study on Tiket.com Application Users)

Submitted to Obtain a Bachelor Degree in Management at the Faculty of Economics and Business, Jenderal Soedirman University



MINISTRY OF EDUCATION, CULTURE, REASEARCH, AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF INTERNATIONAL MANAGEMENT
PURWOKERTO
2023