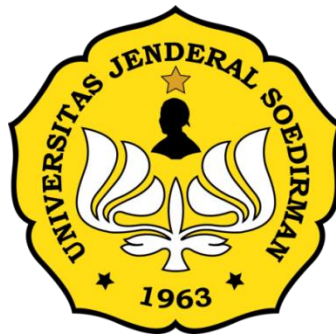


THESIS

**THE EFFECT OF BRAND IMAGE, BRAND TRUST, ON BRAND LOVE
AND THEIR'S IMPACT ON BRAND LOYALTY**

**(CASE STUDY ON STUDENTS OF UNIVERSITAS JENDERAL SOEDIRMAN
AS WARDAH COSMETICS CUSTOMERS)**



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