

**THESIS**

**THE MEDIATING ROLE OF BRAND IMAGE BETWEEN SERVICESCAPE,  
SELF-IMAGE CONGRUITY TOWARD BRAND LOYALTY AN EMPIRICAL  
STUDY AT DAPOER PRAMBANAN RESTAURANT PURWOKERTO**



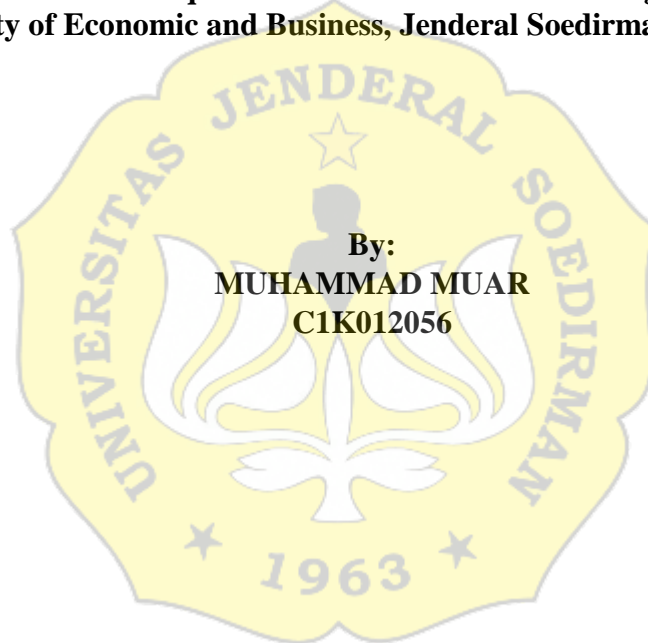
By:  
**MUHAMMAD MUAR**  
**C1K012056**

**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION  
JENDERAL SOEDIRMAN UNIVERSITY  
FACULTY OF ECONOMICS AND BUSINESS  
PURWOKERTO  
2016**

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**Prepared as one of the requirements to obtain bachelors degree of economic in  
Faculty of Economic and Business, Jenderal Soedirman University**



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MUHAMMAD MUAR  
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