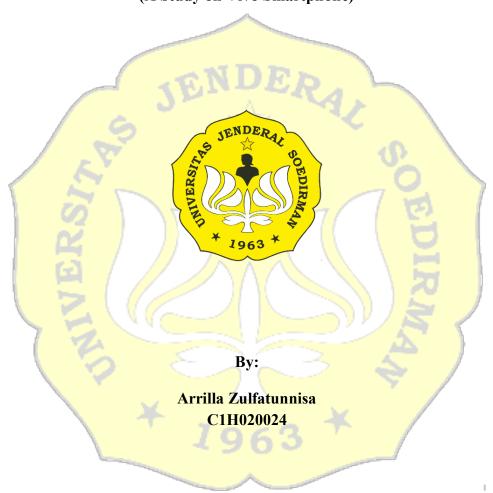
## **THESIS**

## THE EFFECT OF PURCHASE REGRET AND CUSTOMER DISSATISFACTION ON BRAND SWITCHING WITH CUSTOMER NEGATIVE ATTITUDE AS MEDIATING VARIABLE

(A Study on Vivo Smartphone)



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