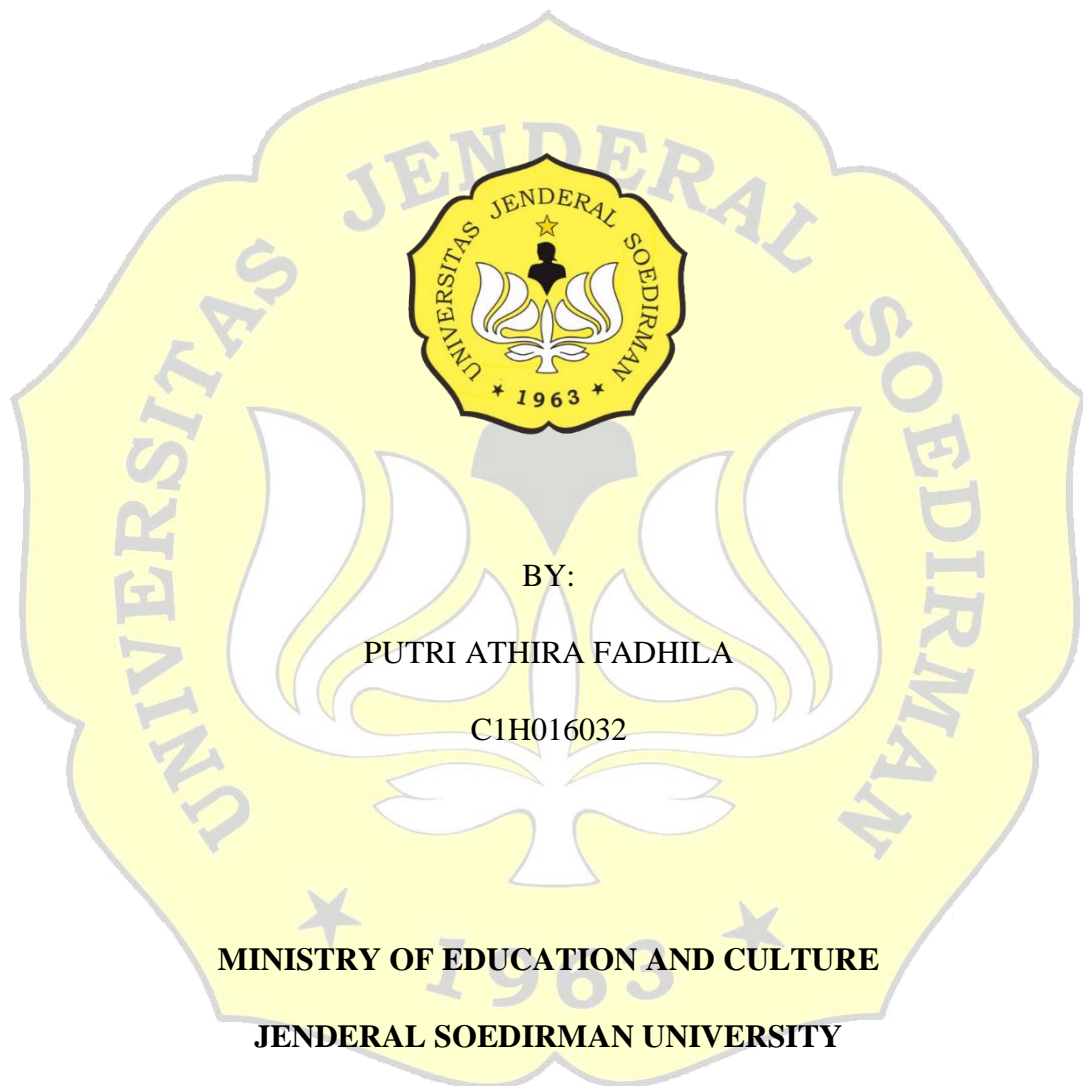


THESIS

**THE INFLUENCE OF BRAND IDENTITY TOWARDS CUSTOMER
BRAND LOYALTY (STUDY ON YOUNG INDONESIAN CONSUMER OF
“INNISFREE” KOREAN BEAUTY BRAND)**



BY:

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MINISTRY OF EDUCATION AND CULTURE

JENDERAL SOEDIRMAN UNIVERSITY

FACULTY OF ECONOMICS AND BUSINESS

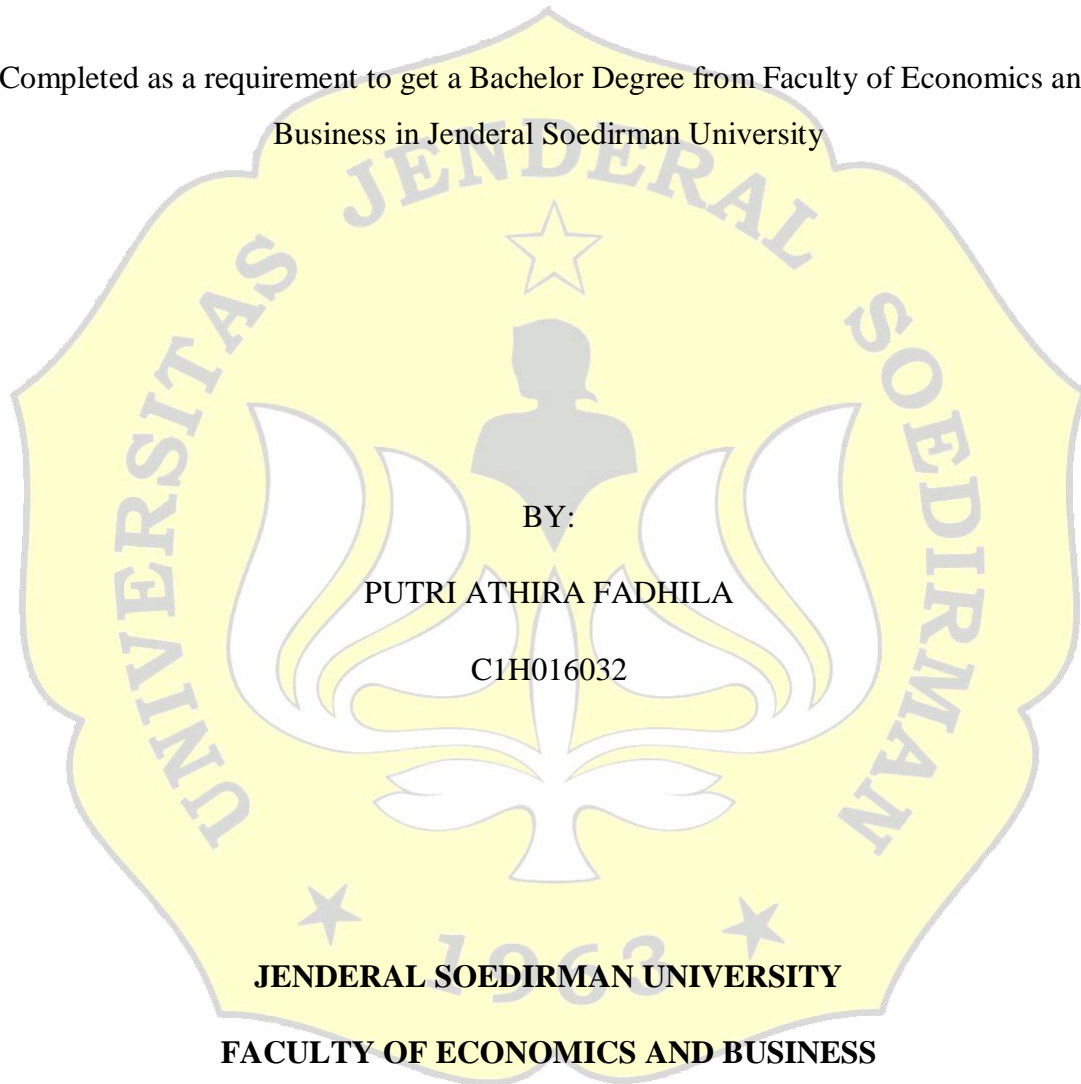
INTERNATIONAL CLASS MANAGEMENT

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**THE INFLUENCE OF BRAND IDENTITY TOWARDS CUSTOMER BRAND
LOYALTY (STUDY ON YOUNG INDONESIAN CONSUMER OF “INNISFREE”
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Completed as a requirement to get a Bachelor Degree from Faculty of Economics and
Business in Jenderal Soedirman University



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