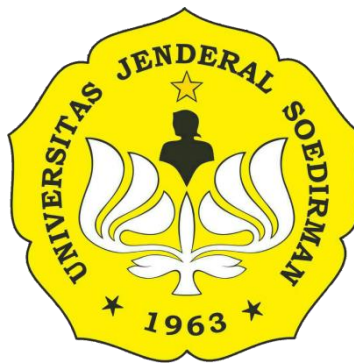


THESIS

**THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY, AND PERCEIVED
VALUE ON OVERALL CUSTOMER SATISFACTION**



By:

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C1H016002

**MINISTRY OF EDUCATION AND CULTURE
UNIVERSITY OF JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
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**In order to fulfill some of the requirements needed to get a Bachelor Degree from the
Faculty of Economics and Business, Universitas Jenderal Soedirman**

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