



**The Effects of Information Usefulness and Information Adoption on Brand Image in Indonesia**  
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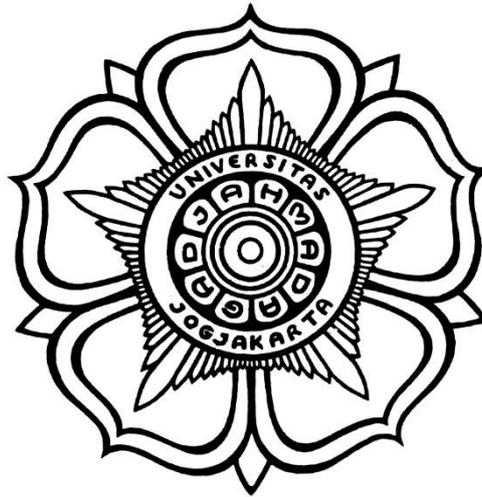
**Research Proposal**

**Submitted as a Requirement for**

**the Degree of Bachelor of Economics Undergraduate Program**

**Bachelor Thesis Supervisor:**

**Dr. Sahid Susilo Nugroho, M.Sc**



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