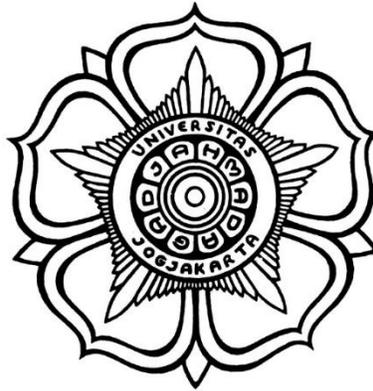


**THE IMPACT OF BRAND AWARENESS AND PERCEIVED VALUE  
TOWARD CUSTOMERS' PURCHASE INTENTION: THE CASE OF  
WULING INDONESIA**

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