

**THE IMPORTANCE OF BRAND TRUST AND BRAND ATTACHMENT
ON LOYALTY IN INDONESIAN MULTICHANNEL RETAILING**

Undergraduate Thesis

Supervisor:

Bayu Sutikno, S.E., M.S.M., Ph.D.



Written by:

Ghina Aulia Rachmawati

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**Department of Management
Faculty of Economics and Business
Universitas Gadjah Mada
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