

**INVESTIGATING THE RELATIONSHIP BETWEEN PERCEPTUAL AND
BEHAVIORAL BRAND EQUITY IN THE INDONESIAN SMARTPHONE MARKET**

UNDERGRADUATE THESIS



JASMINE AYU RANIANDA

20/457793/PS/08177

INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF PSYCHOLOGY

UNIVERSITY OF GADJAH MADA

YOGYAKARTA

2024

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UNDERGRADUATE THESIS

Submitted to the Faculty of Psychology Universitas Gadjah Mada in Partial Fulfillment of the
Requirements for the Degree of Bachelor in Psychology



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ENDORSEMENT PAGE

Endorsement Page

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By:

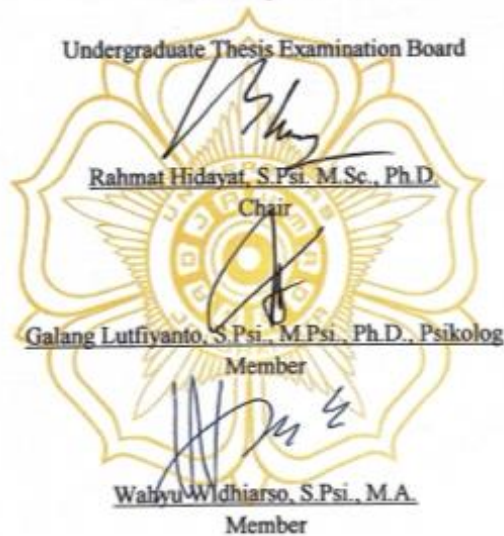
Jasmine Ayu Ranianda

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An undergraduate thesis submitted in partial fulfillment of the requirements for the degree of
Bachelor in Psychology, and it has been defended in front of the Undergraduate Thesis
Examination Board of Faculty Universitas Gadjah Mada

Date: 3 April 2024

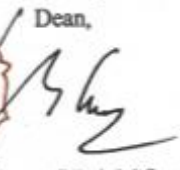
Undergraduate Thesis Examination Board



This undergraduate thesis has been accepted in partial fulfillment of the requirements for the
degree of Bachelor in Psychology

Yogyakarta, 3 April 2024

Dean,



Rahmat Hidayat, S.Psi. M.Sc., Ph.D.

STATEMENT PAGE

PLAGIARISM STATEMENT

I, the undersign below :

Name : JASMINE AYU RANIANDA
Student Number : 20/457793/PS/08177
Batch : 2020
Study Program : International Undergraduate Program of Psychology
Faculty : Psychology

Pronounce that all statements, opinions, and analyses I wrote in this Undergraduate Thesis are original and not a copy of previous studies which have been defended for academic degree in High Institution, nor a copy of works which have been written or published by someone/other instances, except those written as citation in this document and mentioned completely as sources in bibliography.

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