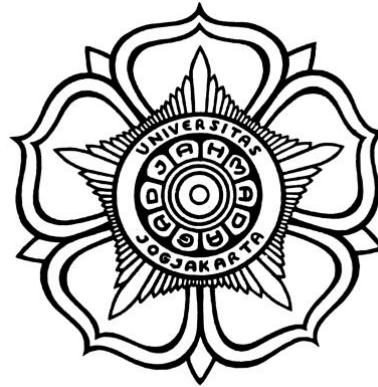


**THE INFLUENCE OF PERCEIVED BRAND LEADERSHIP ON
CONSUMERS' SATISFACTION AND INTENTION TO REPURCHASE
USING THE BUKALAPAK APPLICATION**

Undergraduate Thesis:

**Submitted in Partial Fulfilment of the Requirements for the Degree of
Sarjana Ekonomi from the Department of Management of The Faculty of
Economics and Business, Universitas Gadjah Mada**



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YOGYAKARTA
2024**



The Influence of Perceived Brand Leadership on Consumers' Satisfaction and Intention to Repurchase

Using the Bukalapak Application

CHRISTIE NATHALIE, Rina Herani, S.E., M.Sc.

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Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

The Influence of Perceived Brand Leadership on Consumers' Satisfaction and Intention to Repurchase Using the Bukalapak Application

Disusun oleh
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Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

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