



**An Investigation of the relationship between product involvement and brand loyalty**  
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UNIVERSITAS  
GADJAH MADA

# **AN INVESTIGATION OF THE RELATIONSHIP BETWEEN PRODUCT INVOLVEMENT AND BRAND LOYALTY**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister Manajemen)  
Department of Social Sciences



Submitted by  
**Ragil Sriharjo**  
10608/PS/MM/02

to  
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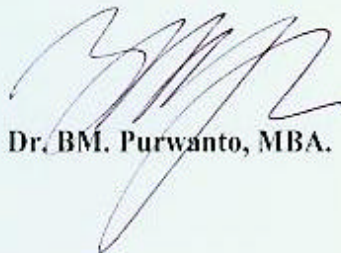
## AUTHORIZATION

### AN INVESTIGATION OF THE RELATIONSHIP BETWEEN PRODUCT INVOLVEMENT AND BRAND LOYALTY

prepared and compiled by  
**Ragil Sriharto**  
10608/PS/MM/02  
has been defended before the Board of Examiners  
on September 29, 2004  
and has been declared to fulfill all requirements

Yogyakarta, September 29, 2004

Examiner I



Dr. BM. Purwanto, MBA.

Examiner II



Prof. Dr. Basu Swastha Dharmmesta, MBA.

Advisor



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