

**THE IMPACT OF CONSUMER-BASED BRAND EQUITY ON
CONSUMER ATTITUDE AND INTENTION TOWARDS ELECTRONIC
WORDS-OF-MOUTH: AN EMPIRICAL STUDY ON LUXURY BRANDS
IN INDONESIA**

Thesis

"To Fulfill Some of the Requirements for Achieving the Bachelor's Degree S1 in
the Undergraduate Program of Management"



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**UNDERGRADUATE STUDY PROGRAM MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
YOGYAKARTA 2024**

Thesis Approval Letter



UNIVERSITAS GADJAH MADA
FAKULTAS EKONOMIKA DAN BISNIS

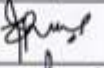
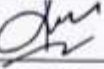
Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

The Impact of Consumer-Based Brand Equity on Consumer Attitude and Intention Towards Electronic Words-Of-Mouth: An Empirical Study on Luxury Brands in Indonesia

Disusun oleh
Beatrice Faustina Teja
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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).

Telah diujikan pada 27 Juni 2024

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Mengetahui,
Wakil Dekan Bidang Akademik dan Kemahasiswaan



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