

**Investigating the Effect of Perceptual Brand Equity on Purchase Intention via
Brand Loyalty in Indonesian Luxury Fashion Industry**

UNDERGRADUATE THESIS



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20/454573/PS/08082

INTERNATIONAL UNDERGRADUATE PROGRAM

FACULTY OF PSYCHOLOGY

UNIVERSITY OF GADJAH MADA

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Endorsement Page

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By:

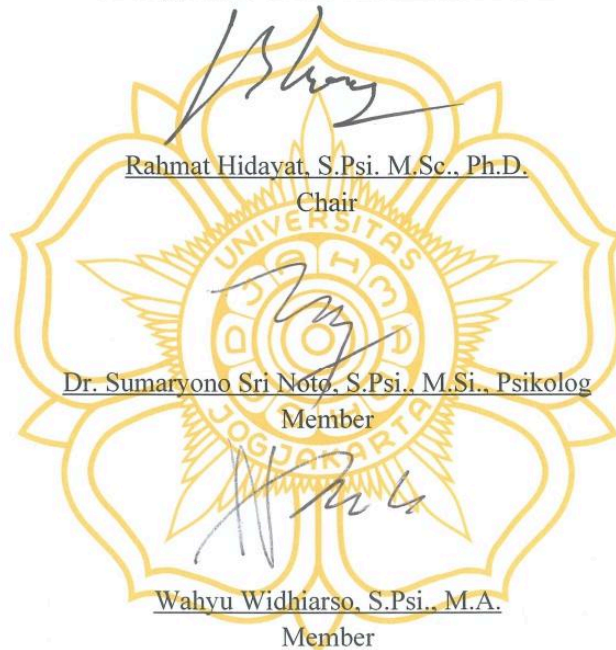
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An undergraduate thesis submitted in partial fulfillment of the requirements for the degree of Bachelor in Psychology, and it has been defended in front of the Undergraduate Thesis Examination Board of Faculty Universitas Gadjah Mada

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



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Dean,

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