

THE IMPACT OF PERCEIVED QUALITY, BRAND IDENTIFICATION, TRUST, AND LIFESTYLE CONGRUENCE ON SATISFACTION AND LOYALTY TOWARDS PT BANK CENTRAL ASIA TBK DIGITAL BANKING SERVICES

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by

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to

FACULTY OF ECONOMICS AND BUSINESS

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AUTHORIZATION

**THE IMPACT OF PERCEIVED QUALITY, BRAND
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