



THE INFLUENCE OF QUALITY AND BRAND ON CUSTOMER PERCEIVED BENEFIT
JOHN, Vivi, B.M. Purwanto, Dr., MBA.

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THE INFLUENCE OF QUALITY AND BRAND ON CUSTOMER PERCEIVED BENEFIT

Thesis

As a partial fulfillment to achieve a Master Degree

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



PERPUSTAKAAN
UNIVERSITAS GADJAH MADA

Submitted by
Vivi John
20809/PS/MM/06

to
**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2008**