

**THE EFFECT OF BRAND AUTHENTICITY TOWARDS CONSUMER-  
BRAND RELATIONSHIP IN FASHION-ARTIST COLLABORATION**

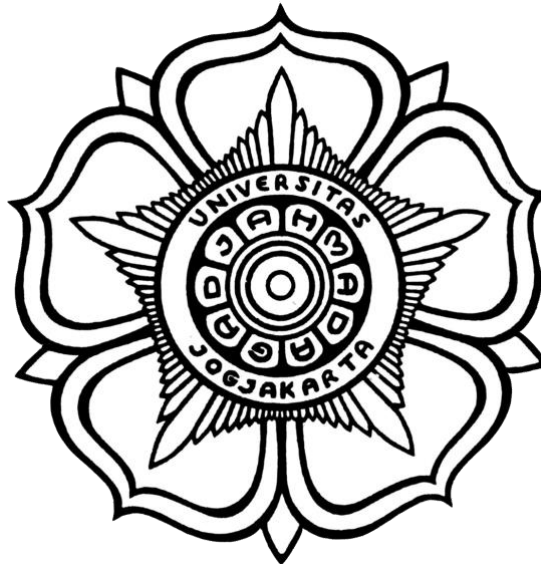
THESIS

To Fulfill the Requirements for Achieving Undergraduate Degrees

Management Study Program

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**MANAGEMENT STUDY PROGRAM**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**YOGYAKARTA**

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