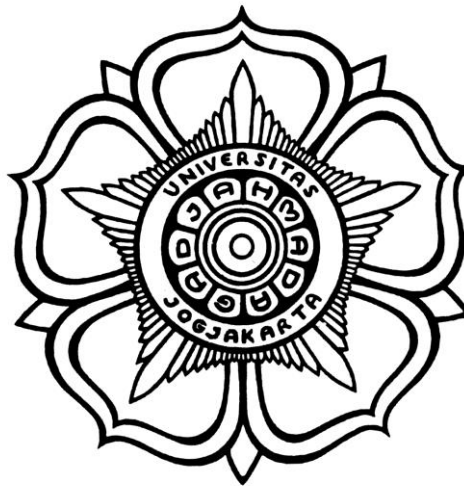


# **Understanding Brand Evangelism and the Dimensions Involved in a Consumer Becoming Brand Evangelist**

THESIS

To Fulfill the Partial Requirement to Obtain Bachelor Degree

Management Department



Bachelor Thesis Supervisor:

**Bayu Sutikno, M. S. M., Ph. D.**

Proposed by:

**Lina Anggraini**

**13/348550/EK/19487**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

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