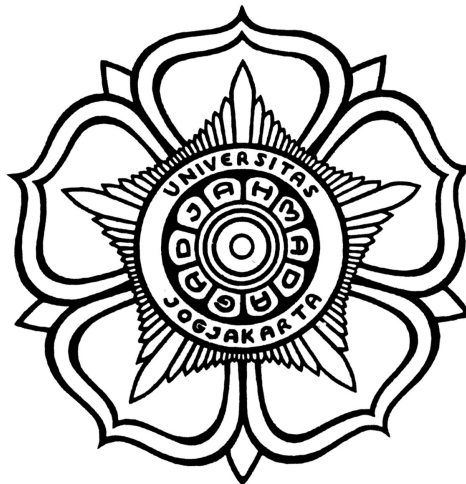


**Understanding the Dimensions Involved in Consumer-
Based Brand Equity and the Relationship with Overall
Brand Equity in Airlines Industry**

THESIS

To Fulfill the Partial Requirement to Obtain Bachelor Degree

Management Department



Bachelor Thesis Supervisor:

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

Proposed by:

Ayusarita Satriani

11/311368/EK/18188

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

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