



UNIVERSITAS  
GADJAH MADA

**MEASURING CUSTOMER-BASED BRAND EQUITY IN MULTIPURPOSE FINANCING COMPANY**  
CAESILIA ARISTASARI, Basu Swastha Dharmmesta, Prof. Dr., M.B.A.  
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# **MEASURING CUSTOMER-BASED BRAND EQUITY IN MULTIPURPOSE FINANCING COMPANY**

Thesis  
As a partial fulfillment to achieve a Master Degree

Study Program in Master in Management



Submitted by  
**Caesilia Aristasari**  
18/432744/PEK/24010

to  
**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
2021**

## STATEMENT OF AUTHENTICITY OF WRITTEN THESIS

I, the undersigned, state that this written thesis entitled:

**MEASURING CUSTOMER-BASED BRAND EQUITY IN MULTIPURPOSE FINANCING COMPANY**

and presented for examination on July 24, 2021, is my own work.

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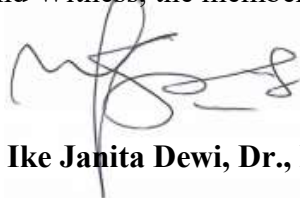
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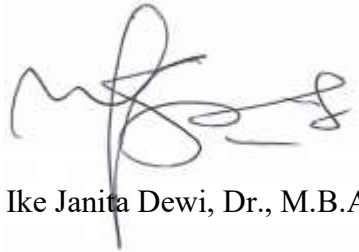
## AUTHORIZATION

# MEASURING CUSTOMER-BASED BRAND EQUITY IN MULTIPURPOSE FINANCING COMPANY

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18/432744/PEK/24010  
has been defended before the Board of Examiners  
On July 24, 2021  
and has been declared to fulfill all requirements

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