THE EFFECT OF BRAND EXPERIENCE, BRAND TRUST, AND CUSTOMER SATISFACTION ON BRAND LOYALTY (STUDY ON STARBUCKS CUSTOMERS IN INDONESIA)



BACHELOR THESIS

Proposed as one of the requirements
to complete the International Undergraduate Program of
the Faculty of Economics and Business,
Diponegoro University

Compiled By:
ADINE SAVA NATHANIA
NIM. 12010118190292

DEPARTMENT OF MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS DIPONEGORO

2022