THE INFLUENCE OF BRAND IDENTIFICATION AND BRAND IMAGE TOWARD LOYALTY THROUGH BRAND TRUST AND CUSTOMER SATISFACTION OF H&M



THESIS

Submitted as one of the requirements to complete the Bachelor Program (S1) in the Bachelor Program of the Faculty of Economics Diponegoro University

Arranged by:

ANNISAA NABHILA SETIAWAN NIM. 12010119190131

FACULTY OF ECONOMICS AND BUSINESS DIPONEGORO UNIVERSITY SEMARANG

2023