

**THE INFLUENCE OF SENSORY EXPERIENCE, AFFECTIVE
EXPERIENCE, AND BEHAVIORAL EXPERIENCE
TOWARDS BRAND ATTITUDE WITH BRAND CREDIBILITY
AS AN INTERVENING VARIABLE
(STUDY ON CONSUMER STARBUCKS IN DKI JAKARTA)**



BACHELOR'S THESIS

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

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