THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY, AND CUSTOMER TRUST TO CUSTOMER RETENTION WITH CUSTOMER COMMITMENT AS THE INTERVENING VARIABLE

(A Study of Customers of Zara Indonesia)



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the Undergraduate Degree (S1) of Management Department of Faculty of Economics and Business, Diponegoro University

Submitted by:

Amalia Trisya Adinda **12010118190213**

DEPARTMENT OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS DIPONEGORO 2023