THE INFLUENCE OF PRODUCT QUALITY ON CUSTOMER LOYALTY WITH BRAND IMAGE, BRAND TRUST, AND CUSTOMER SATISFACTION AS INTERVENING VARIABLES

(A Study on Vaseline Hand and Body Lotion's Customers)



UNDERGRADUATE THESIS

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

By:

WINA INDIRA DEWI NIM. 12010120190121

FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2024