

**THE INFLUENCE OF BRAND FIT, PRODUCT FIT,
CULTURAL CONGRUENCE, AND BRAND
AWARENESS ON REPURCHASE INTENTION
THROUGH CO-BRANDING ATTITUDE AND
CUSTOMER-BASED BRAND EQUITY
(Study on Alchemist Fragrance x Maudy Ayunda
'Onirique' in Semarang)**



UNDERGRADUATE THESIS

Submitted as one of the requirements for completing the Bachelor's Program (S1)
of Management Department at the Faculty of Economics and Business
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2025