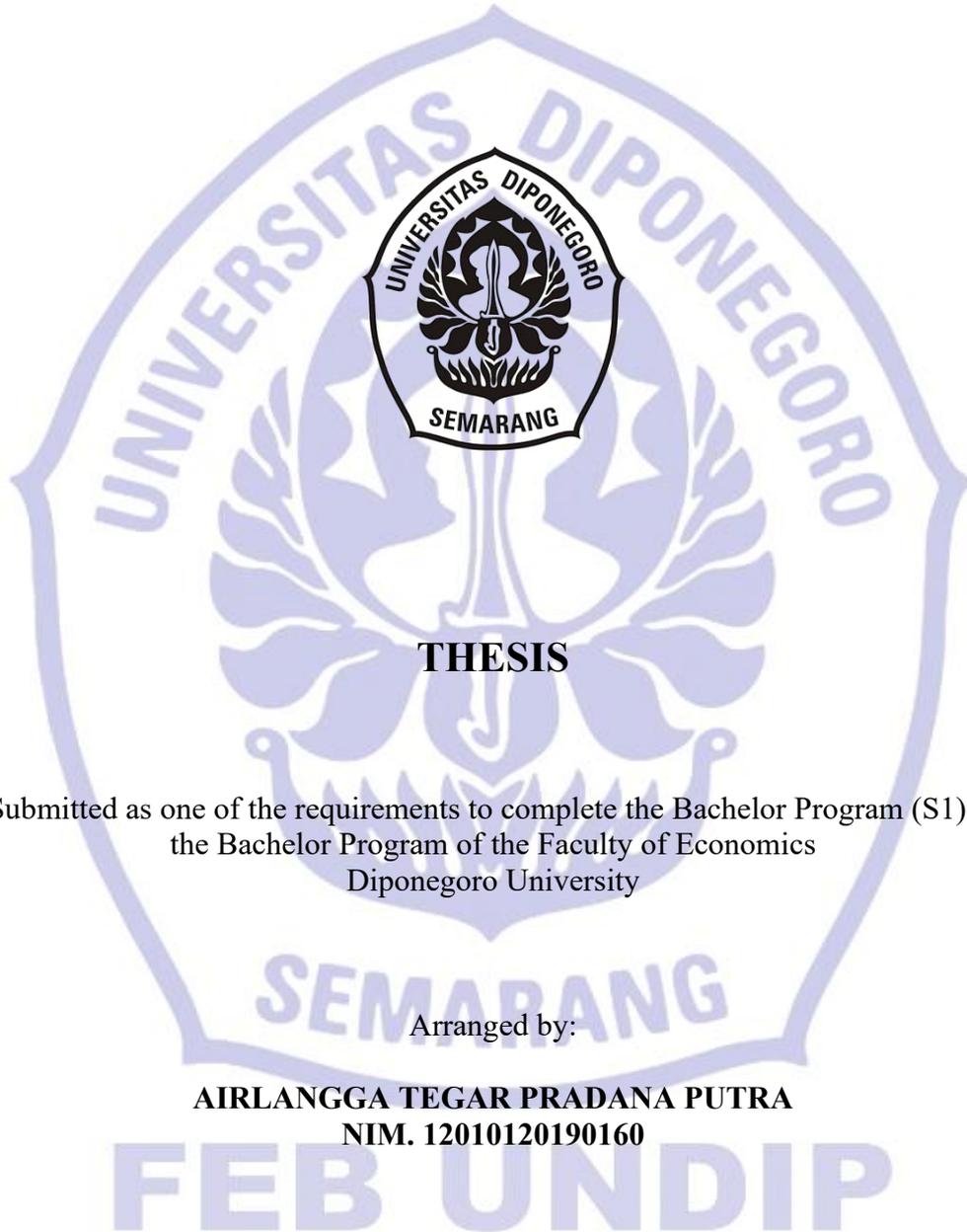


**HOW DO INDONESIAN CONSUMERS PERCEIVE
THE INFLUENCE OF A LUXURY FASHION BRAND
IMAGE ON THEIR PURCHASE DECISIONS**



THESIS

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