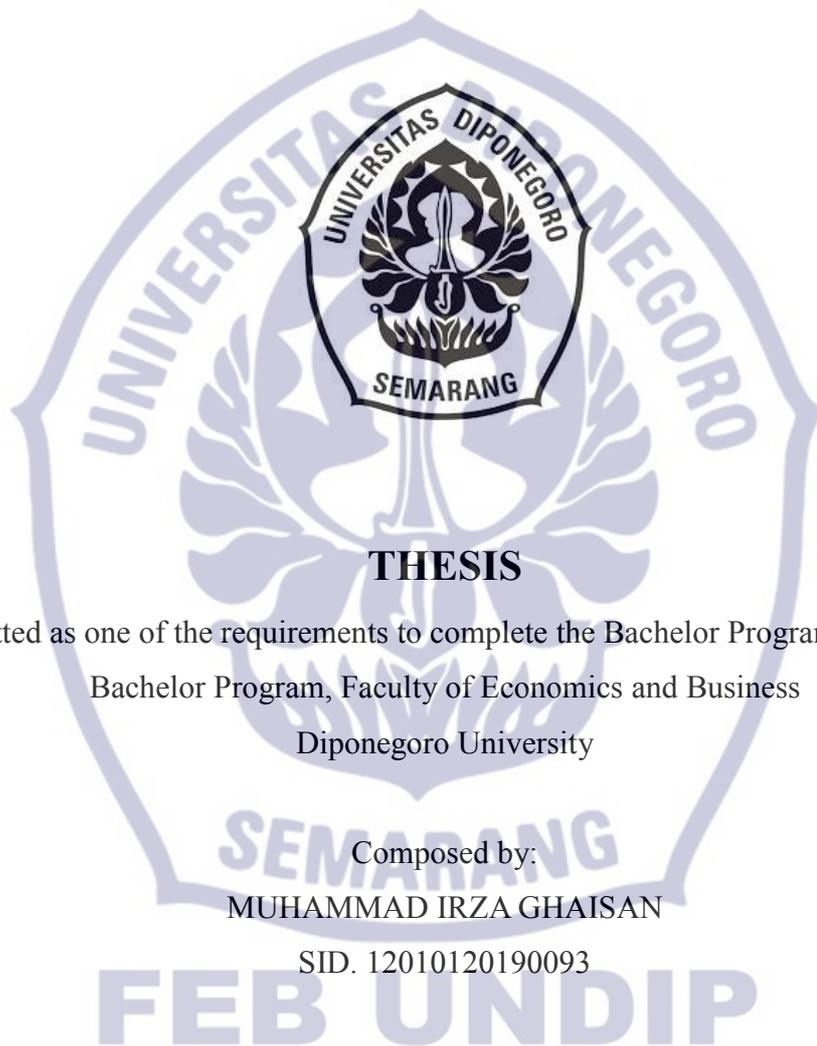


**THE EFFECT OF BRAND EXPERIENCE, BRAND PERCEIVED
VALUE AND BRAND PERSONALITY ON BRAND EQUITY
THROUGH BRAND ATTACHMENT
(STUDY ON BMW CAR USERS IN DKI JAKARTA PROVINCE)**



THESIS

Submitted as one of the requirements to complete the Bachelor Program (S1) at the
Bachelor Program, Faculty of Economics and Business
Diponegoro University

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**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS DIPONEGORO
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