

**THE INFLUENCE OF BRAND EQUITY,
LIFESTYLE, AND CUSTOMER
SATISFACTION ON CUSTOMER LIFETIME
VALUE WITH CUSTOMER RETENTION AS
THE INTERVENING VARIABLE (A STUDY AT
MONOLOGUE COFFEE & TALK)**



UNDERGRADUATE THESIS

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Undergraduate Degree (S1) of Management Department
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Submitted by:

THOMAS ANINDHITO SULISTYO

12010116140157

**FACULTY OF ECONOMICS & BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG**

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