

**PENGARUH ASOSIASI MEREK, LOYALITAS MEREK, KESADARAN MEREK, DAN
CITRA MEREK TERHADAP EKUITAS MEREK DI KALANGAN KONSUMEN MUDA
(Studi pada Mahasiswa di Universitas Muhammadiyah Yogyakarta)**

***THE EFFECT OF BRAND ASSOCIATION, BRAND LOYALTY, BRAND AWARENESS,
AND BRAND IMAGE ON BRAND EQUITY AMONG YOUNG CONSUMERS
(Studies on Students at Muhammadiyah University of Yogyakarta)***



Oleh

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