

**PENGARUH KESADARAN MEREK, PERSEPSI KUALITAS, ASOSIASI  
MEREK TERHADAP KEPUASAN KONSUMEN DAN  
LOYALITAS KONSUMEN**

*THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY,  
BRAND ASSOCIATION AGAINST CONSUMER SATISFACTION AND  
CONSUMER LOYALTY*

**SKRIPSI**



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