

**CUSTOMER ADVOCACY AS A RESULT OF THE RELATIONSHIP
BETWEEN IDOL ATTACHMENT AND CUSTOMER LOYALTY IN
K-POP INDUSTRY**

A BACHELOR DEGREE THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



By,

REVALIA NOER HANIFAH

Student Number: 15311107

DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA

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