

DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, May 20th, 2019

Maharatna Shifa Nurizka





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Ash-hadu an laa ilaaha illallahWa ash-hadu anna Muhammadan rasulullah

“I bear witness that there is no god except Allah and I bear witness that Muhammad is the messenger of Allah.”

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This research is far from perfect but, hopefully, this research can be useful for the management study, especially in the field of marketing.

Wassalamualaikum Wr. Wb.

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Maharatna Shifa Nurizka