

**THE PHENOMENON OF BRAND LOVE IN INDONESIA MARKET-
A QUALITATIVE INVESTIGATION
BACHELOR DEGREE THESIS**

By:

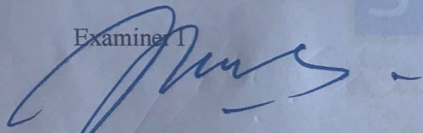
FAJAR PRABOWO

Student Number: 14311432

**Defended before the Board of Examiners
On August, 2019 and Declared Acceptable**

Board of Examiner

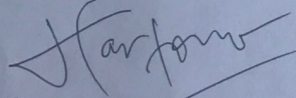
Examiner I



Anas Hidayat, Drs., M.B.A., Ph.D.

August, 2019

Examiner II



Arif Hartono, SE, M.Ec., Ph.D.

August, 2019

Yogyakarta, August 2019

Faculty of Economics

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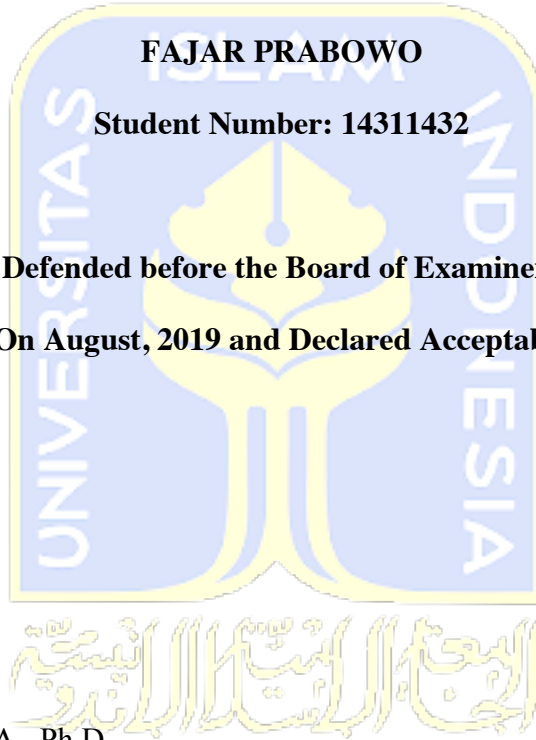
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DECLARATION OF AUTHENTICITY

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

Yogyakarta, August 2019



Fajar Prabowo

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