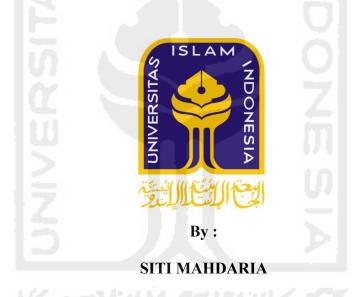
## THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY (CSR), PERCEIVED QUALITY, AND CORPORATE REPUTATION ON POSITIVE WORD-OF-MOUTH (PWOM) WITH TRUST AS MODERATING VARIABLE

(A Study Case of Alfamart and Indomart in DI Yogyakarta)

## A THESIS

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



Student Number: 12311417

DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ISLAM INDONESIA
2015