

**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



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A BACHELOR DEGREE THESIS

By :

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Defended before the Board of Examiners
On March 3, 2016 and Declare Acceptable

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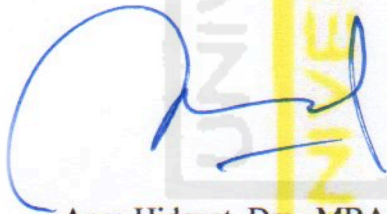
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DECLARATION OF AUTHENTICITY

I declare the originality of this thesis. I do not present anyone else's work, words, ideas or expression without acknowledgement to obtain my university degree. All quotations are cited and listed in the bibliography of the thesis.

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

Yogyakarta, January 29, 2016



Siti Mahdaria

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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This research is far from perfect. However, I did my best for this and hopefully this research may be useful for other future studies, especially in marketing study.

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Siti Mahdaria