

**THE INFLUENCE OF PERCEIVED VALUE AND PRICE  
PERCEPTION TOWARD CUSTOMER LOYALTY**

**A BACHELOR DEGREE THESIS**

By:

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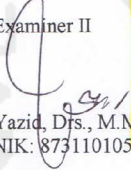
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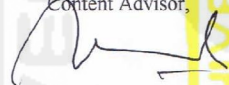
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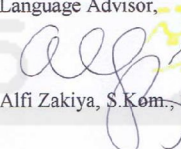
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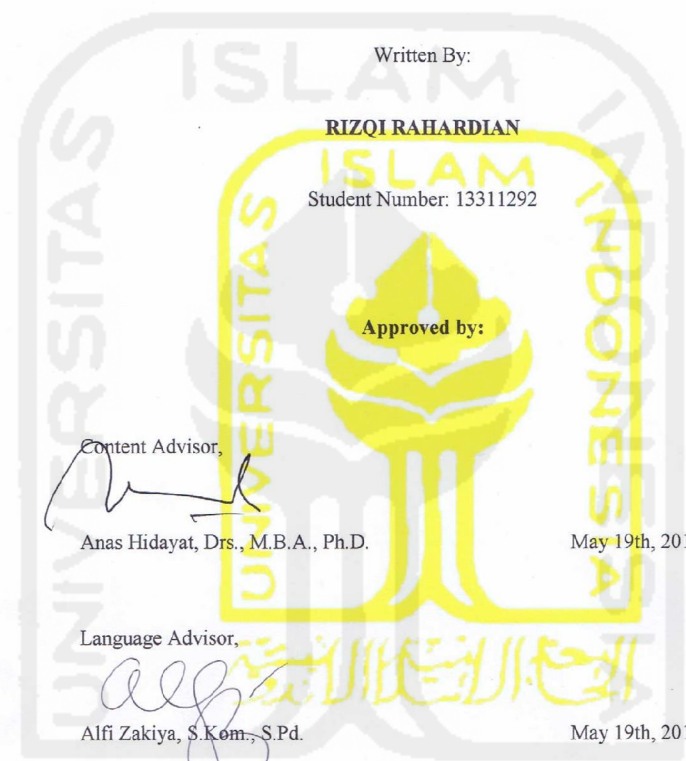
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#### DECLARATION OF AUTHENTICITY

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

Yogyakarta, April 27<sup>th</sup>, 2017



Rizqi Rahardian

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Rizqi Rahardian