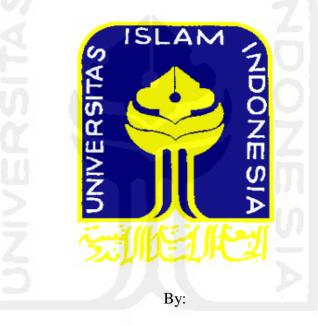
# THE ANALYSIS OF BRAND EQUITY TOWARDS

## **PURCHASE INTENTION**

## (Case Study of Wardah Brand in Yogyakarta)

#### A THESIS

Presented as Partial Fulfillment of the Requirements to Obtain



the Bachelor Degree in Marketing Department

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# DEPARTMENT OF MANAGEMENT

# INTERNATIONAL PROGRAM

## FACULTY OF ECONOMICS

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