

ANALYSIS OF BRAND EQUITY TOWARDS PURCHASE INTENTION
(Case Study of Wardah Brand in Yogyakarta)

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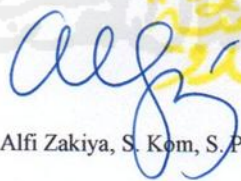
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**THE ANALYSIS OF BRAND EQUITY TOWARDS PURCHASE INTENTION
(Case Study of Wardah Brand in Yogyakarta)**

A BACHELOR DEGREE THESIS

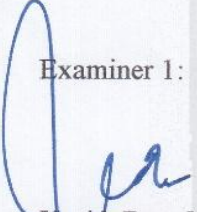
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DECLARATION OF AUTHENTICITY

I declare the originality of this thesis. I do not presents 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 its consequence or the determined regulation.

Yogyakarta, September 4, 2017



Nelly Novriaty

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WassalamualaikumWr. Wb



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