

**THE EFFECT OF BRAND EQUITY OF TELECOMMUNICATION  
SERVICES TOWARDS CUSTOMER SATISFACTION IN JABODETABEK  
AND WEST JAVA**

**MINITHESIS PROPOSAL**

Created by:  
ARES AZANSKI HERMANSES  
1401142472



**INTERNATIONAL ICT BUSINESS  
FACULTY OF ECONOMY AND BUSINESS  
TELKOM UNIVERSITY  
BANDUNG**