

APPROVAL SHEET

**THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION,
PERCEIVED QUALITY, AND BRAND LOYALTY TOWARD PURCHASE
INTENTION OF EMINA COSMETIC PRODUCT IN BANDUNG REGION**

UNDERGRADUATE THESIS

Proposed as One of Requirements for Obtaining of Bachelor of Business
Administration Degree of International Business Administration

Compiled by:

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A handwritten signature in black ink, appearing to read 'Citra Kusuma Dewi'.

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FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY**

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