

**THE EFFECTS OF BRAND IMAGE, BRAND SATISFACTION, AND BRAND TRUST ON
LOYALTY FORMATION: THE MODERATING ROLE OF BRAND LOVE AND BRAND
RESPECT OF MIXUE ICE CREAM & TEA**

MINI THESIS

Submitted as one of the requirements for obtaining a Bachelor of Management degree
from the International ICT Business Study Program

Written by:

Hilda Zulfa Hayuni

1401192569



**INTERNATIONAL ICT BUSINESS
SCHOOL OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
BANDUNG**

2023