

VALIDITY SHEET

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

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

Written by:

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Supervisor,

A handwritten signature in blue ink, appearing to read 'Osa Omar'.

(Osa Omar, S.Si., MSM)

**INTERNATIONAL ICT BUSINESS
SCHOOL OF ECONOMIC AND BUSINESS
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