



UNIVERSITAS PELITA HARAPAN SURABAYA STATEMENT OF ORIGINALITY OF FINAL PAPER

I, a student of Magister Management Study Program, Faculty of Economy, Pelita Harapan University of Surabaya with the following:

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Hereby declare that the Thesis Proposal that I have written, titled **“THE EFFECT OF BRAND IMAGE, BRAND QUALITY, AND BRAND EXPERIENCE TOWARDS BRAND LOYALTY THROUGH CUSTOMER SATISFACTION ON NIKE APPAREL IN SURABAYA”** is:

- 1) Written and completed by myself using lecture materials, field research, textbooks, and journals listed in the references sections of this Final Paper.
- 2) Not a duplication of published final paper or thesis used for obtaining the Master's degree from other universities, except for the review of literature with proper reference citation; and
- 3) Not a translation of a book or journal listed in the references section of this Final Paper.

If I am proven for not being truthful, this Thesis Proposal will be invalid or cancelled.

Surabaya, 14 December 2017

Declared by,



Fichela Dwirani