



UNIVERSITAS PELITA HARAPAN SURABAYA
STATEMENT OF ORIGINALITY OF FINAL PAPER

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

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Hereby declare that the work of the Final paper that I created with the title of "THE EFFECT OF PHYSICAL QUALITY, STAFF BEHAVIOR, BRAND IDENTIFICATION AND LIFESTYLE CONGRUENCE TOWARDS BRAND LOYALTY AS MEDIATED BY CUSTOMER SATISFACTION IN STARBUCKS SURABAYA" is:

- 1) Created and completed by myself, by using the result of lecturers, field reviews, books, and journal references listed in the references at the end of my Final Paper.
- 2) Not a duplication of other papers that have been published or have ever been used to get a degree at another university, except in parts of the information sources listed by proper references.
- 3) Not the work of translated collections of reference books of journal listed in the references at the end of Final paper.

If it is proved that I did not fulfill what has been stated above, this Final paper will be invalid and cancelled.

Surabaya, 31 January 2018

Declared by,



Pooja Amar Lakhwani