

**FINAL PAPER**

**THE FACTORS THAT DETERMINE BRAND IMAGE IN THE TOP  
PRIVATE UNIVERSITY IN SURABAYA**

Submitted as a final requirement to obtain the degree of  
*Sarjana Ekonomi Strata Satu*

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**PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI  
UNIVERSITAS PELITA HARAPAN SURABAYA 2018**



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**Surabaya, 4<sup>th</sup> September 2018**

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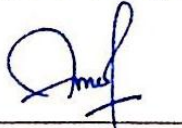
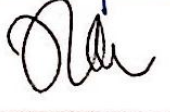
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**AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER**

On Wednesday, 4<sup>th</sup> September 2018 has been held a comprehensive presentation in order to fulfill academic requirement to obtain *Sarjana Ekonomi Strata Satu* in *Fakultas Ekonomi, Universitas Pelita Harapan Surabaya* on the behalf of:

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Surabaya, 3 August 2018

Sony Sugiharta Iskandar

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