

FINAL PAPER

**ANALYSIS OF TRUSTWORTHINESS, FAMILIARITY AND
EXPERTISE THROUGH FESTIVAL BRAND AWARENESS,
PERCEIVED QUALITY AND FESTIVAL BRAND IMAGE
TOWARDS FESTIVAL BRAND LOYALTY ON MARKET
WORLD IN SURABAYA**

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

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**PROGRAM STUDI MANAJEMEN
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UNIVERSITAS PELITA HARAPAN
SURABAYA
2019**



UNIVERSITAS PELITA HARAPAN SURABAYA
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THROUGH FESTIVAL BRAND AWARENESS, PERCEIVED QUALITY
AND FESTIVAL BRAND IMAGE TOWARDS FESTIVAL BRAND
LOYALTY ON MARKET WORLD IN SURABAYA**

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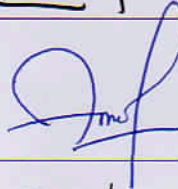
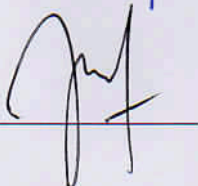
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PREFACE

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Surabaya, 03 August 2019

Edbert Lokman

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