FINAL PAPER

THE INFLUENCE OF COGNITIVE AND AFFECTIVE IMAGES ON CONSUMERS' TRUSTWORTHINESS TOWARDS LG AND PANASONIC AIR CONDITIONING PRODUCTS.

Submitted as a final requirement to obtain the degree of

Sarjana Ekonomi Strata Satu

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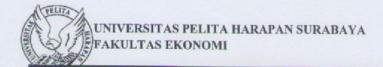
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