

**MILLENNIAL CONSUMER PERCEIVED DESTINATION BRAND VALUE  
ON DESTINATION LOYALTY: THE MODERATING EFFECT OF CITY  
BRAND ATTITUDE**



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**MILLENNIAL CONSUMER PERCEIVED DESTINATION BRAND VALUE  
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BRAND ATTITUDE  
UNDERGRADUATE THESIS**

The Requirements of Bachelors' Degree in Faculty of Economics and Business.  
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Yogyakarta



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## PAGE STATEMENT

The result of this study,

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The author stated this thesis with the title: "MILLENNIAL CONSUMER PERCEIVED DESTINATION BRAND VALUE ON DESTINATION LOYALTY: THE MODERATING EFFECT OF CITY BRAND ATTITUDE" there is no plagiarism from each research for undergraduate study. This study focuses on analyzing perceived brand value and destination loyalty with moderating effect city brand attitude, and the setting is city of Yogyakarta. Whether there is research with the same title, literature review, method, result, and discussion, the author will cancel this thesis.

Yogyakarta, July 14<sup>th</sup> 2021



Agneta Prihastuti Lestariwi

## MOTTO AND DEDICATION

اللَّهُ يَرْفَعُ فَاَنْتَسِرُوا اِنْشُرُوا قِيْلَ اَوْ اِذْ ۗ لَكُمْ اَللّٰهُ يَفْسَحُ فَاْفَسَحُوا الْمَجَالِسِ فِي تَفْسَحُوا لَكُمْ قِيْلَ اِذَا اَمَنُوا الَّذِيْنَ اَيُّهَا يَا  
تَعْمَلُونَ بِمَا وَاللّٰهُ ۗ دَرَجَاتِ الْعِلْمِ اَوْثُوا وَالَّذِيْنَ مِنْكُمْ اَمَنُوا الَّذِيْنَ خَيْرٌ

O you who believe! If it is said to you, "Give spaciousness in the assemblies," then make room for it. Allah will surely provide spaciousness for you. And when it is said, "Stand up," then stand up, Allah will raise (degrees) those who believe among you and those who are given knowledge by several degrees. And Allah is All-Aware of what you do.

(QS. AL MUJADALAH 11)

Where there is a will, there is a way. If there is a chance in a million that you can do something, anything, to keep what you want from ending, do it. Pry the door open or, if need be, wedge your foot in that door and keep it open.

(Pauline Kael)

## **PREFACE**

Alhamdulillah, thanks to Allah the Almighty and the Most Merciful, the author was able to complete this thesis and earn a bachelor's degree in economics. The author can write a thesis titled “The Moderating Effect of City Brand Attitude on Millennial Consumer Perceived Destination Brand Value on Destination Loyalty.” This thesis is designed to fulfill one of the requirements for a Bachelor's degree at Universitas Muhammadiyah Yogyakarta's Faculty of Economics and Business.

Furthermore, despite the limitations, the author anticipated that this thesis would be beneficial. Finally, the authors receive moral and material support from a variety of sources in order to complete this thesis. As a result, the authors extend their heartfelt gratitude to:

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