THE IMPACT OF BRAND IMAGE, BRAND TRUST, SATISFACTION, AND BRAND LOYALTY USING BRAND LOVE AND BRAND RESPECT AS MODERATION VARIABLE (Study at Starbucks coffee Special Region of Yogyakarta)

DAMPAK CITRA MEREK, KEPERCAYAAN MEREK, KEPUASAN, DAN LOYALITAS MEREK DENGAN KECINTAAN MEREK DAN RESPEK MEREK SEBAGAI VARIABEL MODERASI (Studi di Kopi Starbucks Daerah Istimewa Yogyakarta)

Undergraduate Thesis proposal

Submitted to Fulfill the Requirements to Get a Bachelor's
Degree at the Faculty of Economics, Management Department,
Universitas Muhammadiyah Yogyakarta

Written by :

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20190410138

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMIC AMD BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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DECLARATION

Name   : Amany Thahira Nur Azini

Student Number   : 20190410138

Department   : Management

Faculty   : Economic and Business

College   : Universitas Muhammadiyah of Yogyakarta

I hereby declare that this thesis entitled: "**The Impact of Brand Image on Brand Trust, Satisfaction, and Brand Loyalty Using Brand Love and Brand Respect as Moderation Variable**" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge there are also no works opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation intellectual right is later found in this manuscript, I agree to accept any relevant academis consequences.

Yogyakarta,   Agustus 2023

Amany Thahira Nur Azini

MOTTO

فَبِأَيِّ ءَالَآءِ رَبِّكُمَا تُكَذِّبَانِ

" So which of the favors of your Lord would you deny "

(QS. Arrahman 55 : Ayat 13)

قُلْ كُلٌّ يَعْمَلُ عَلَىٰ شَاكِلَتِهٖ فَرَبُّكُمْ أَعْلَمُ بِمَنْ هُوَ أَهْدَىٰ سَبِيلَ

**" Everyone acts in their own way, but your Lord knows best whose way is rightly
guided "**

(QS. Al-isra' 17 : Ayat 84)

And it's fine to fake it 'til you make it, 'til you do, 'til it's true

Taylor swift <3

**"Carry out a random act of kindness, with no expectation of reward, safe in the
knowledge that one day someone might do the same for you"**

(Diana, Princess of Wales)

**" The capacity to learn is a gift, the ability to learn is a skill, the willingness to learn is a
choice "**

(Brian Herbert)

DEDICATION

I always give thanks to Allah SWT, thanks to His Grace and Grace, i can complete the preparation of this thesis.

I would not be able to do the preparation and writing of this thesis from the help, guidance and support of various parties. Therefore, on this occasion the researcher would like to express gratitude to:

1. My beloved family, especially my mother and father, thank you for always support and believes that I could finish it someday, tthank you for the strength, thank you for never giving up on me although me as daughter not yet making both of you proud, thank you for all the love and the unconditional one from my familia, couldn't go this far without all of that <3

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6. And last but not least, I really wanna thank me for always being strong, and never give up no matter how hard it is. Thanks to myself after super long

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Yogyakarta, 28 Agustus 2023

Amany Thahira Nur Azini

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