

**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 AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2023

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2023

DECLARATION

Name : Amany Thahira Nur Azini
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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 academic consequences.

Yogyakarta, Agustus 2023


Amany Thahira Nur Azini

MOTTO

فَبِأَيِّ آءِآءِ رَبِّكُمَا تُكَذِّبَانِ

“ So which of the favors of your Lord would you deny ”

(QS. Arrahman 55 : Ayat 13)

قُلْ كُلٌّ يَعْمَلُ عَلَىٰ شَاكِلَتِهِ فَرَبُّكُمْ أَعْلَمُ بِمَنْ هُوَ أَهْدَىٰ سَبِيلًا

**“ 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
2. My Supervisor, Radyan Dananjoyo, SE., M.M., M.Sc., Ph.D. who has patiently guided, provided knowledge so that I can complete this thesis.
3. Thanks for all of my friends that give me lot of help during the process, this journey couldn't be more easy, if one of the help weren't come from you, anyway once more, thank you it really means a lot for me
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5. Thanks for rahmawati, biya, nisput, gita and sarsa for always stay on my side and support
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

journey, finally getting to this point. Thank you to the hearts that are still strong and willing to go through everything. I am proud of myself

Yogyakarta, 28 Agustus 2023

A handwritten signature in black ink, appearing to read 'alle', with a horizontal line underneath the letters.

Amany Thahira Nur Azini

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