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PENGARUH BRAND EXPERIENCE, BRAND PERSONALITY, DAN BRAND EQUITY TERHADAP LOYALITAS KONSUMEN PADA SEPATU MEREK CONVERSE

(Studi pada Mahasiswa Pengguna Sepatu Converse di Fakultas Ilmu Sosial dan Ilmu Politik Universitas Mulawarman)

SKRIPSI

Diajukan Guna Memenuhi Persyaratan Meperoleh Gelar Sarjana Strata I

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