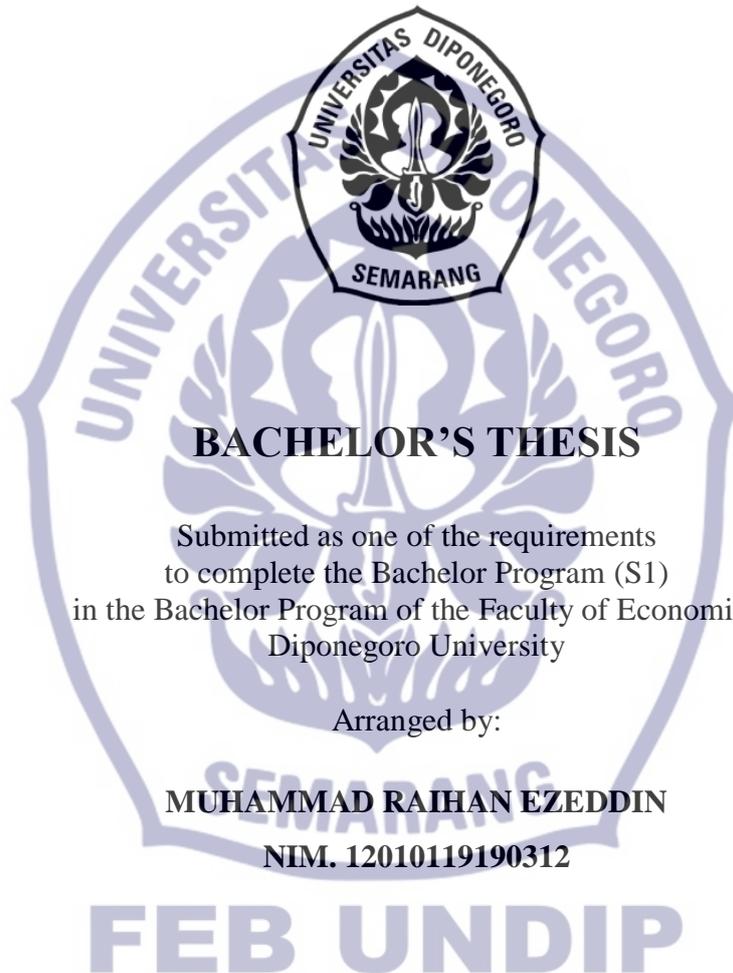


**THE INFLUENCE OF SENSORY EXPERIENCE, AFFECTIVE
EXPERIENCE, AND BEHAVIORAL EXPERIENCE
TOWARDS BRAND ATTITUDE WITH BRAND CREDIBILITY
AS AN INTERVENING VARIABLE
(STUDY ON CONSUMER STARBUCKS IN DKI JAKARTA)**



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