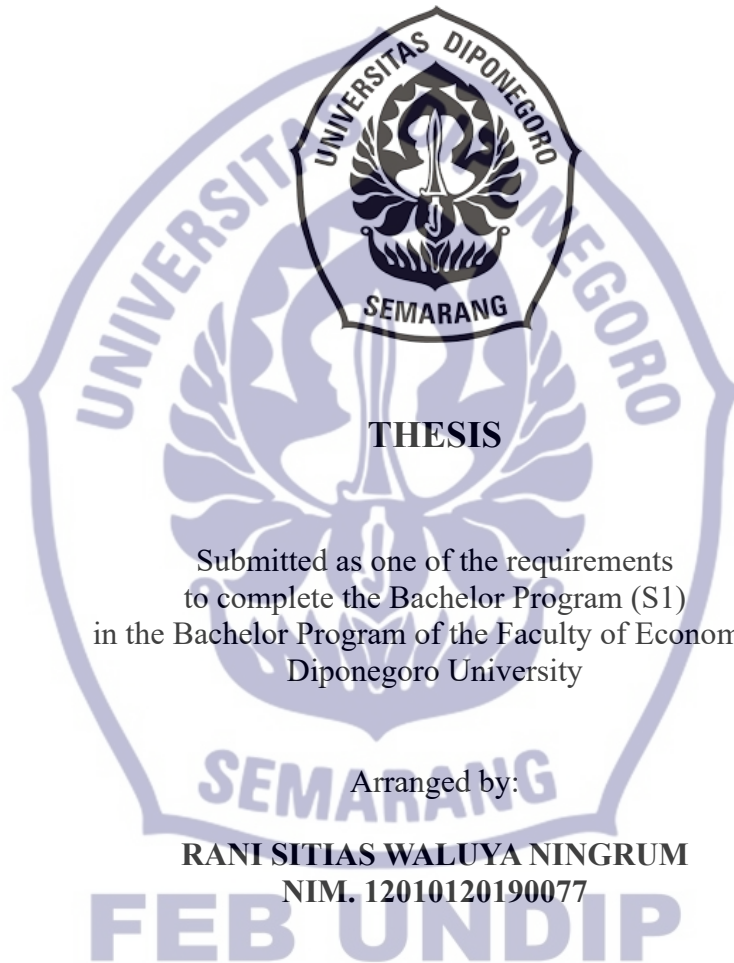


**THE INFLUENCE OF BRAND EXPERIENCE, BRAND
ATTITUDE, BRAND PERCEIVED QUALITY, AND
BRAND SATISFACTION ON BRAND EQUITY
(STUDY ON CONSUMER OF DIOR PERFUME
AT DKI JAKARTA)**



THESIS

Submitted as one of the requirements
to complete the Bachelor Program (S1)
in the Bachelor Program of the Faculty of Economics
Diponegoro University

Arranged by:

RANI SITIAS WALUYA NINGRUM
NIM. 12010120190077

FACULTY OF ECONOMICS AND BUSINESS

DIPONEGORO UNIVERSITY

SEMARANG

2024