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This final paper entitled "**THE EFFECT OF COUNTRY OF ORIGIN, BRAND IMAGE, PRODUCT ATTRIBUTES ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS MAYBELLINE NEW YORK IN JAKARTA METROPOLITAN AREA**" is aimed to fulfill final requirement to attain the Bachelor Degree of Economics in Management. Besides, this final paper facilitates the process of learning and expanding knowledge horizon.

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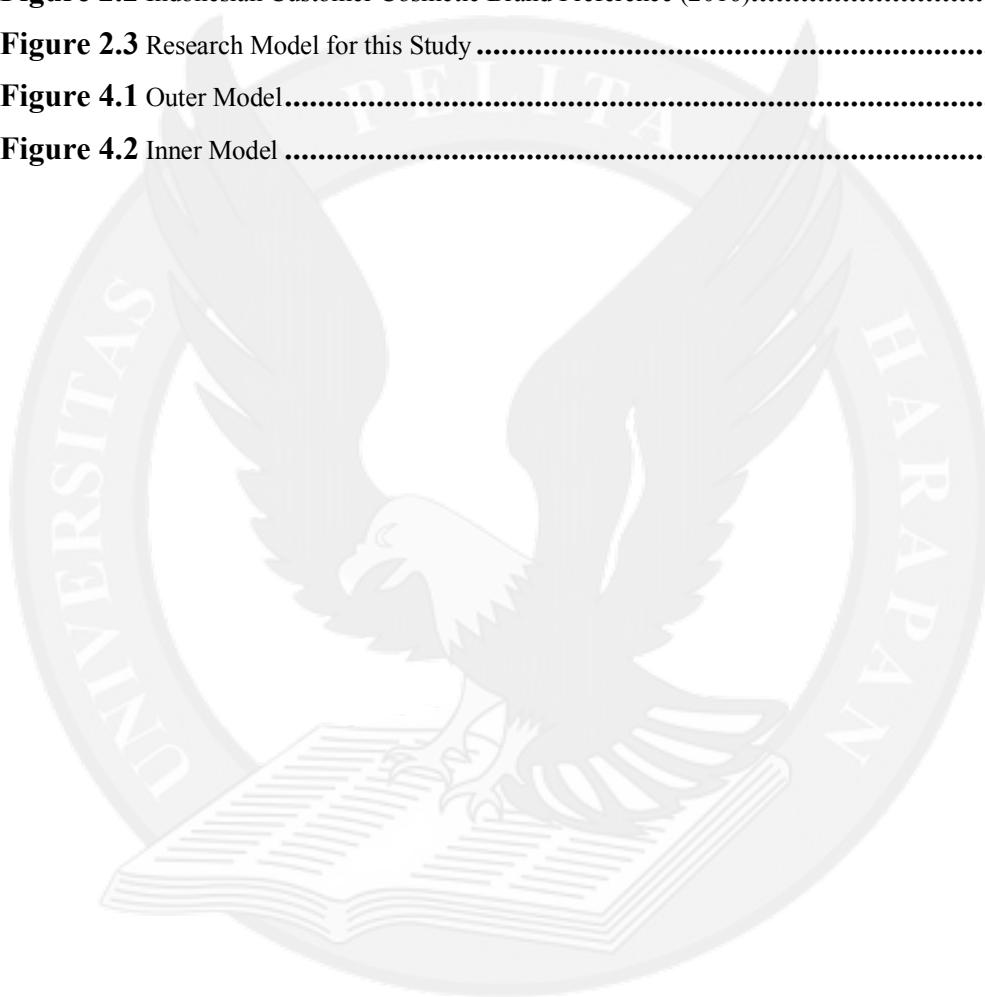
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