

FOREWORD

Praise be to God Almighty for all His graces and gifts in writing the final project. In addition, the purpose of writing this thesis is to provide knowledge to readers about EMOTIONAL BRAND ATTACHMENT AND BRAND LOVE: THE EMOTIONAL BRIDGES IN THE PROCESS OF TRANSITION FROM SATISFACTION TO LOYALTY FOCUSING ON SAMSUNG'S EMOTIONAL MARKETING. Through this research, the final project can be completed in the form of a thesis as a condition for obtaining a Bachelor of Economics degree at Pelita Harapan University. Many thanks also from the researchers to Dr. Drs. John Tampil Purba, M.M. MCSE as a research supervisor who has always been patient with researchers and provided a lot of input, ideas, criticism and also time to complete the final project in the form of a research thesis.

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The researcher also realizes that there are still many shortcomings in this thesis. So, the researcher realizes that there are still many shortcomings in this thesis. So that researchers are very open in accepting all forms of criticism, suggestions and input that are objective and constructive so that they can be useful in providing broader insights for researchers. For this, the researcher would like to thank you very much for your attention.

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Songyup Lee

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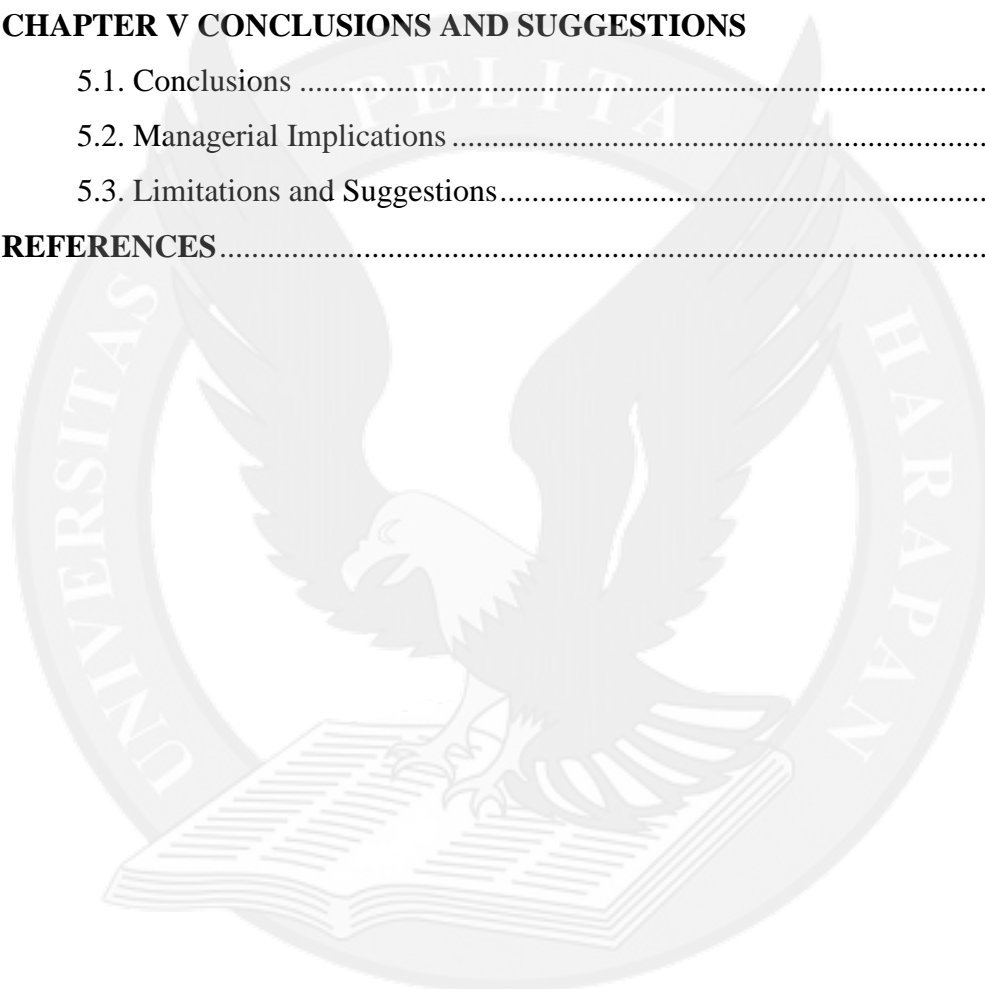
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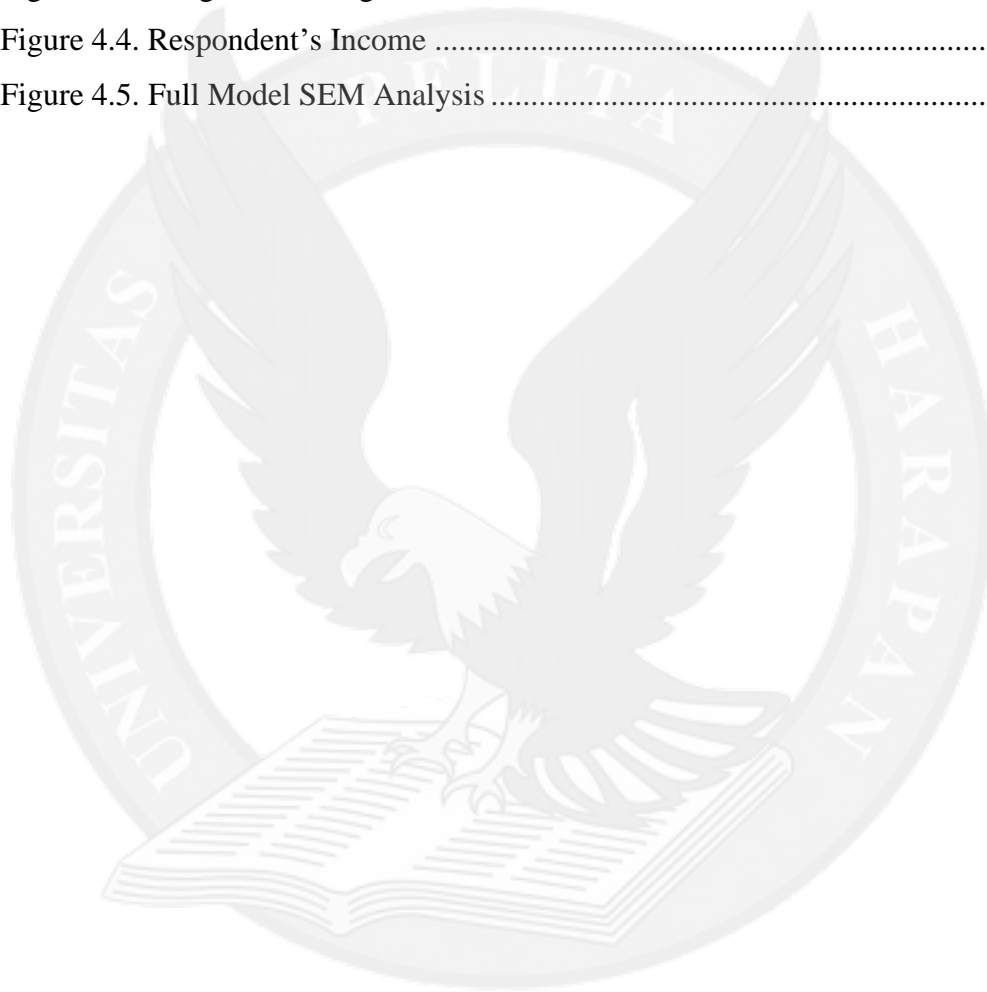
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