

THESIS

**THE EFFECT OF BRAND EXPERIENCE ON BRAND
LOYALTY WITH THE MEDIATION OF BRAND TRUST AND
BRAND SATISFACTION OF THE IPHONE APPLE BRAND IN
JABODETABEK**

Written as a partial fulfillment of the academic requirements
to obtain the degree of Sarjana Manajemen

By:

NAME : JENNIFER CHANDRA

ID NUMBER : 01011190253



**STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
JAKARTA
2023**