

THESIS

**OPPOSITIONAL LOYALTY THROUGH THE IMPACT OF
CONSUMER-BRAND IDENTIFICATION IN SERVICE-
ORIENTED BUSINESSES, A FOCUS ON THE WELLNESS
INDUSTRY, PREMIUM TRADITIONAL MASSAGE AND
REFLEXOLOGY BUSINESSES IN GREATER JAKARTA**

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

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**STUDY PROGRAM OF MANAGEMENT
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