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

By:

NAME : PATRICIA AURELIA FREDERICA

ID NUMBER: 01013210006



STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN JAKARTA 2024