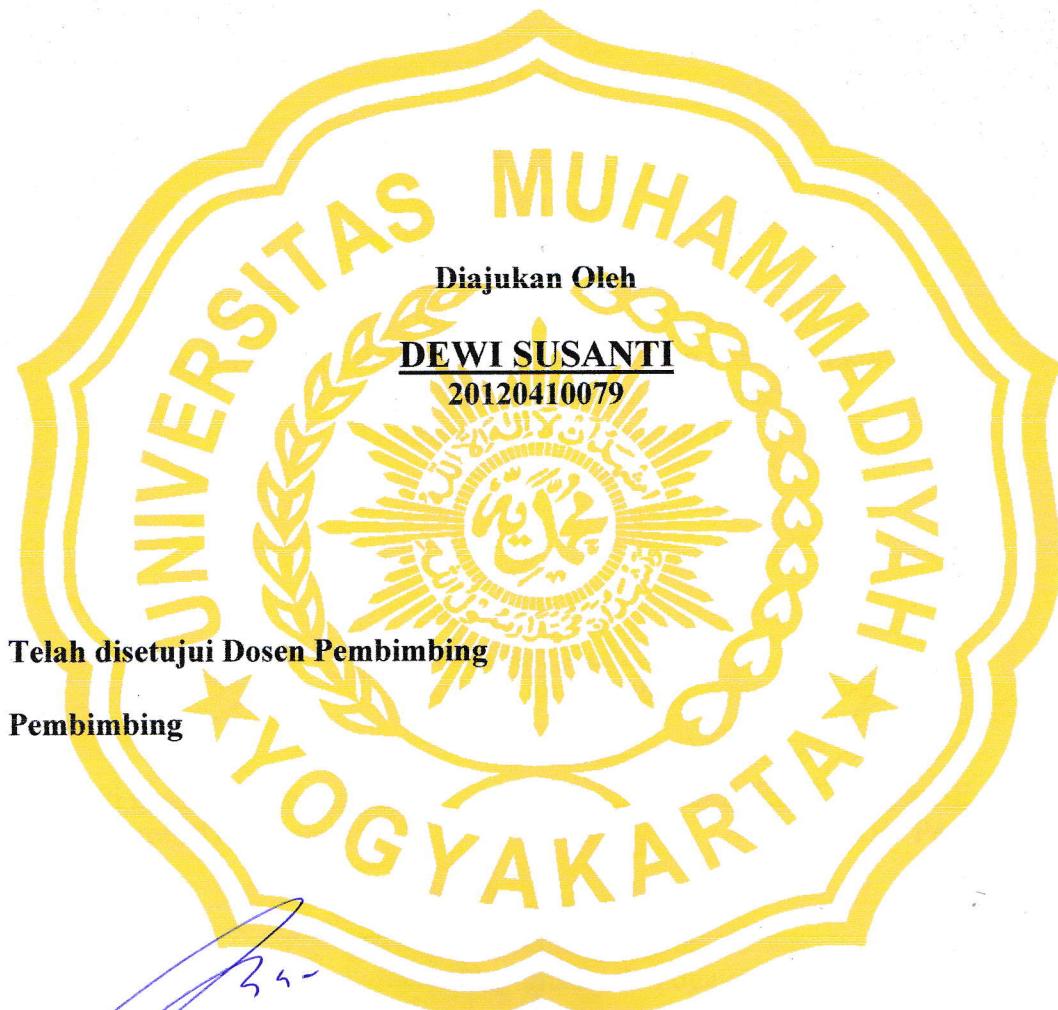


**SKRIPSI**

**PENGARUH PENGALAMAN PEMASARAN, EMOSIONAL MEREK DAN  
KEPERCAYAAN MEREK TERHADAP LOYALITAS MEREK  
(STUDI PADA KONSUMEN SMARTPHONE ASUS MAHASISWA  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA)**

***THE INFLUENCE OF MARKETING EXPERIENCE, EMOTIONAL  
BRANDING AND BRAND TRUST TOWARD THE BRAND LOYALTY  
(STUDY ON THE CONSUMER SMARTPHONE ASUS STUDENTS  
UNIVERSITY MUHAMMADIYAH YOGYAKARTA)***



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**Tanggal 1 November 2016**