

**HUBUNGAN ANTARA CITRA MEREK DAN PROMOSI
DENGAN PERPINDAHAN MEREK KARTU *SUBSCRIBER
IDENTITY MODULE* (SIM) XL AXIATA KE KARTU
SUBSCRIBER IDENTITY MODULE (SIM) *TELKOMSEL* PADA
MAHASISWA FAKULTAS EKONOMI UNIVERSITAS
NEGERI JAKARTA DI JAKARTA**

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**Skripsi ini Disusun Sebagai Salah Satu Persyaratan Untuk Memperoleh
Gelar Sarjana Pendidikan pada Fakultas Ekonomi Universitas Negeri
Jakarta**

PROGRAM STUDI PENDIDIKAN BISNIS

FAKULTAS EKONOMI

UNIVERSITAS NEGERI JAKARTA

2018

THE CORRELATION BETWEEN BRAND IMAGE AND PROMOTION WITH BRAND SWITCHING SUBSCRIBER IDENTITY MODULE (SIM) CARD XL AXIATA TO SUBSCRIBER IDENTITY MODULE (SIM) CARD TELKOMSEL IN FACULTY OF ECONOMIC STUDENT STATE UNIVERSITY OF JAKARTA

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Thesis is Organized As One of The Requirements for Obtaining Bachelor of Education at Faculty of Economics State University of Jakarta

STUDY PROGRAM OF BUSINESS EDUCATION

FACULTY OF ECONOMIC

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