

**THE IMPACT OF STARBUCKS' CORPORATE SOCIAL
RESPONSIBILITY STRATEGY ON BRAND LOYALTY IN
CHINA**



**MAGISTER IN MANAGEMENT SCIENCE
POSTGRADUATE PROGRAM
UNIVERSITAS PENDIDIKAN GANESHA
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**THE IMPACT OF STARBUCKS' CORPORATE SOCIAL
RESPONSIBILITY STRATEGY ON BRAND LOYALTY IN
CHINA**

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By

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STATEMENT SHEET

I declare truly that the thesis I prepared as a requirement for obtaining a Master of Management degree from the Ganesha University of Education Postgraduate Program is entirely my own work. Certain parts in my thesis writing that I quoted from other people's work have been written clearly and in accordance with academic norms, rules and ethics.

If in the future it is discovered that all or part of this thesis is not my own work or that there is plagiarism in certain parts, I am willing to accept the sanction of revocation of the academic title I hold and other sanctions in accordance with the laws and regulations in force in the territory of the Unitary State of the Republic of Indonesia.

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PREFACE

The author prays praise and gratitude to God Almighty for His grace, so that the thesis entitled: "The Impact of Starbucks's Corporate Social Responsibility Strategy on Brand Loyalty in China", can be completed as planned. This thesis was written to fulfil one of the requirements for obtaining a Master of Management degree at Ganesha Education University in the Management Science Study Program.

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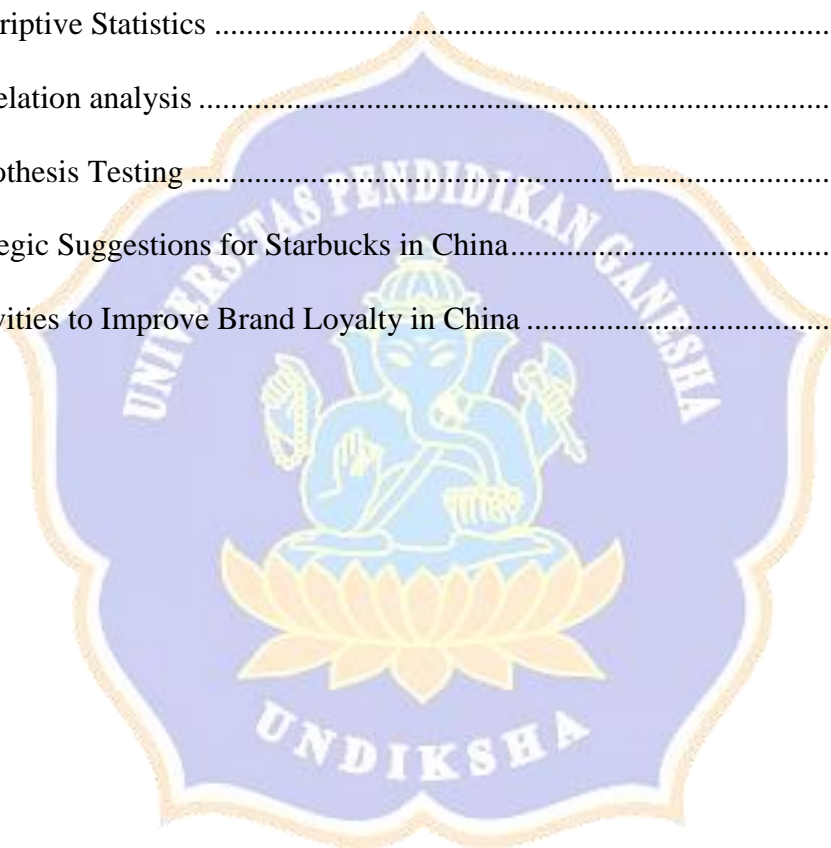
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