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associations that collected in the minds of consumers (Mowen and Minor, 2001). Brand image refers to the framing of memory about a brand, which contains the results of

interpretation by consumer to the messages, attributes, benefits and advantages of the product (Wijaya, B. S., 2013). Brand image represents what consumers think and feel about a brand identity. Thus, the image of a brand ...

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AirAsia able to influence customer behavior in order to maximize profits through the affordable ticket price (which has the lowest cost so that can offer lowest price) and add-on service (meal on-board, travel insurance, seat selection, hotel and car booking, etc. (2)2Associate organization AirAsia built up the affiliates under a name of AirAsia such as Indonesia AirAsia and Thai AirAsia in ...

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