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Dear Authors,

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We would like to inform you that your manuscript, titled: **Pengaruh Citra Merek, Kualitas Produk Dan Kepercayaan Merek Terhadap Loyalitas Konsumen Gen Z Pada Produk Adidas di Sidoarjo.**

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BISNIS, KEWIRAUSAHAAN & KOPERASI

Pengaruh Citra Merek, Kualitas Produk dan Kepercayaan Merek terhadap Loyalitas Konsumen Gen Z pada Produk Adidas di Sidoarjo

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Abstract

This study aims to analyze the influence of Brand Image, Product Quality, and Brand Trust on Generation Z Consumer Loyalty to Adidas products in Sidoarjo. This research uses a quantitative approach with a Generation Z population in Sidoarjo who have purchased and used Adidas products. The sampling technique employs a non-probability method through purposive sampling with a final sample of 100 respondents. Data were collected via online questionnaire measured using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), and

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