

FOREWORD

Praise the Lord Jesus Christ for His blessings and graces in the writing of this final project in the form of a thesis entitled, **“THE EFFECT OF COUNTRY IMAGE, PRODUCT QUALITY, AND BRAND FAMILIARITY TOWARD BUYING INTENTION OF XIAOMI IN JABODETABEK”**. Through this research, the final project can be completed in the form of a thesis as a requirement for obtaining a Bachelor of Economics in Pelita Harapan University.

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Researchers recognize that this work is far from perfect, any inputs and recommendations for researchers are embraced for our improvements. Most importantly, may this research benefits for future researcher with the same interest

Tangerang, 30 April 2020

Researchers

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