

INTRODUCTION

There is no other word than to express gratitude for the completion of this thesis with a title “ **THE EFFECT OF COUNTRY OF ORIGIN TOWARD BRAND IMAGE AND PERCEIVED QUALITY TOWARD BUYING DECISION AT UNIQLO STORE IN JAKARTA REGION** “ .

The preparation of this thesis is one of the requirements that must be met in order to achieve a Bachelor's Degree at the Faculty of Economics, majoring in Management, Pelita Harapan University.

The author realizes that this thesis is still far from perfect because of the limited abilities and knowledge that the authors get. Therefore, with humility the author apologizes for any shortcomings.

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Best regards,,

Author

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