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This study aims to see how much influence it has on people's purchase intentions, whether brand image makes people want to buy, motivation makes people want to buy, in the midst of our intervention there is an image of the country of origin that strengthens or weakens and is given the title “**The Effect of Brand Image and Motivation on Louis Vuitton Purchase Intention with Country-of-Origin image as Intervening Variable**” with the aim of meeting the graduation requirements of the Bachelor’s Degree of Management. The authors would like to thank for the assistance that has been given and hard work to **Dr. Sidik Budiono, S.E., M.E**, who has played a role as a supervisor in guiding the implementation of this thesis. Without his help, the knowledge and advice that was always given helped the author to complete this research well and be more focused in its implementation.

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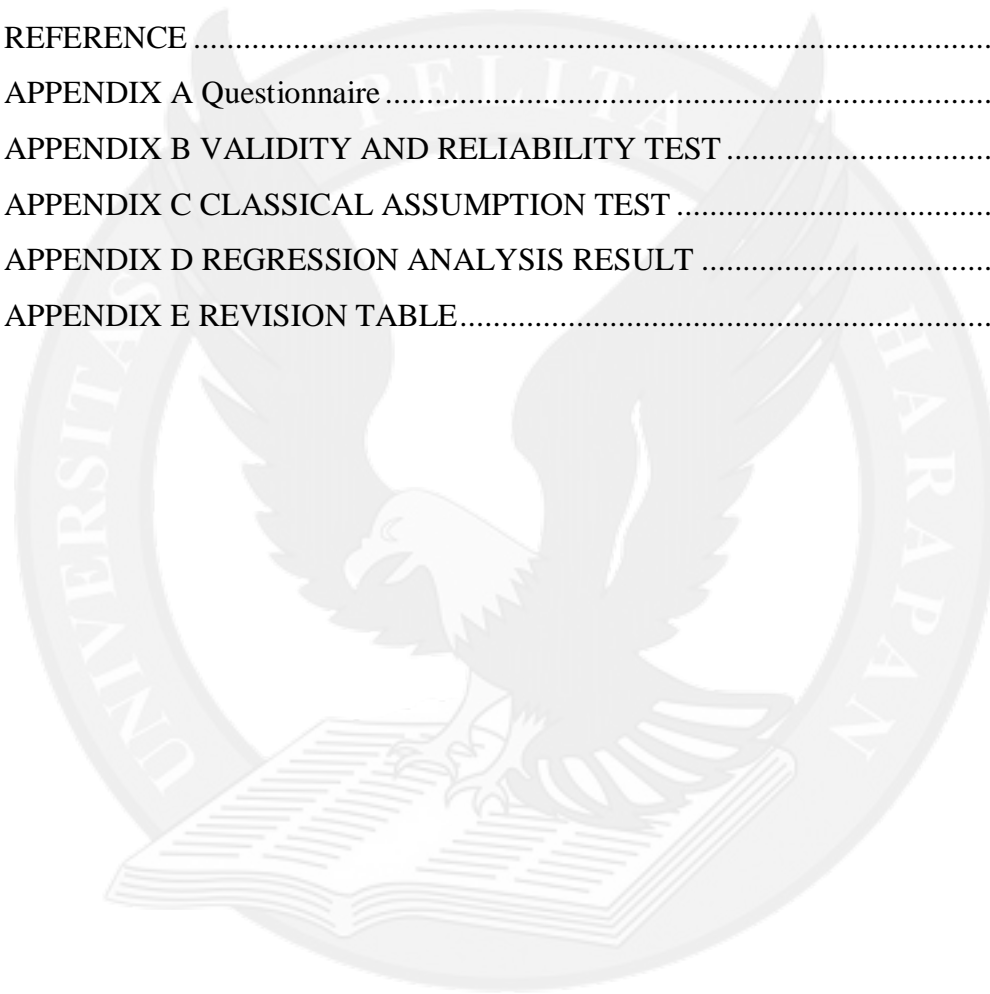
Juankalia Wiradharna

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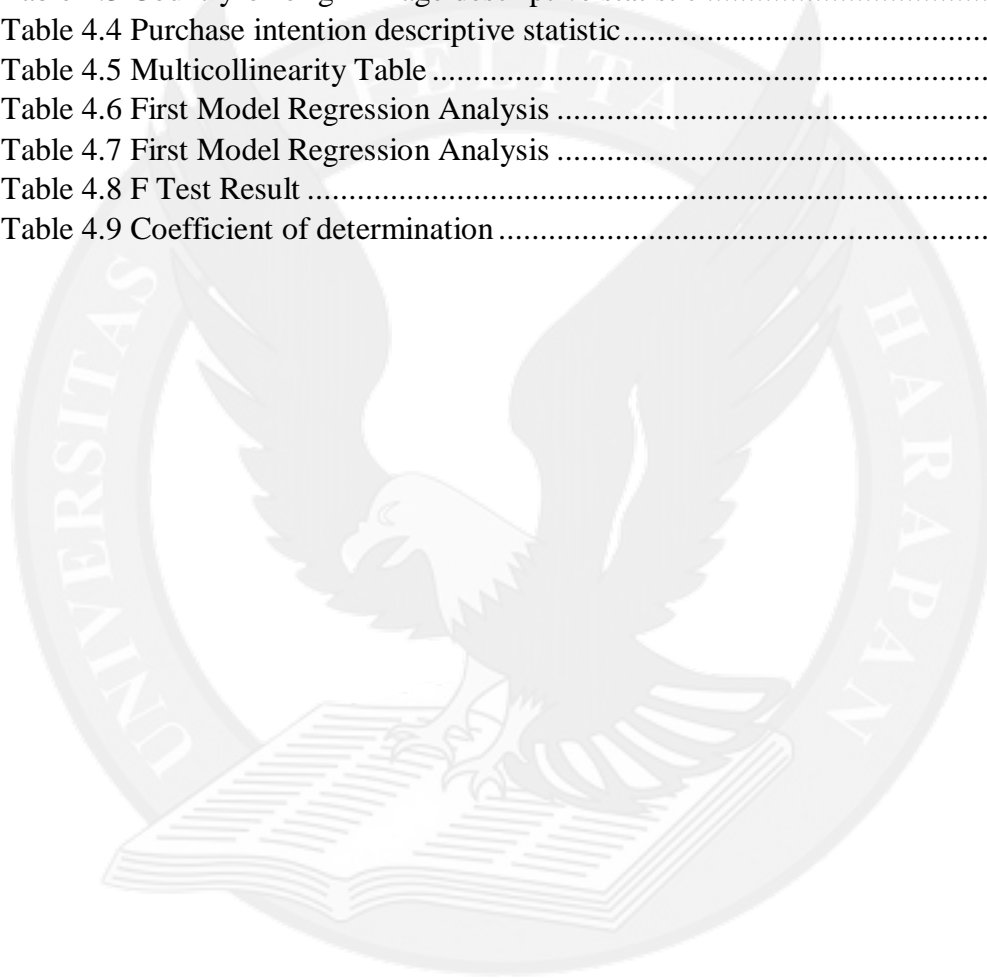
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