

THESIS

THE EFFECT OF COUNTRY OF ORIGIN ON PURCHASE INTENTION: THE MEDIATING ROLE OF BRAND IMAGE AND BRAND EVALUATION ON FASHION INDUSTRY INDONESIA

Written as a partial fulfillment of the academic
requirements to obtain the degree of Sarjana Manajemen

By:

NAME : WINCENT KHARISMA
ID NUMBER : 01011190182



**STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
JAKARTA
2022**