

# **THESIS**

## **WILLINGNESS TO BUY ERIGO APPAREL: THE EFFECT OF CONSUMER ETHNOCENTRISM, PERCEIVED QUALITY, PERCEIVED PRICE, AND PERCEIVED BRAND IMAGE**

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

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**STUDY PROGRAM OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
JAKARTA  
2023**