THESIS

THE INFLUENCE OF COUNTRY OF ORIGIN (JAPAN), BRAND IMAGE, PRICE PERCEPTION, AND PERCEIVED QUALITY TOWARDS REPURCHASE INTENTION

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

> By: NAME : NICHOLAS FELIX ID NUMBER : 01011200144



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