

THESIS

**THE IMPACT OF GLOBAL SYMBOLIC-VALUE
ORIENTATION AND SUBJECTIVE KNOWLEDGE ON
POSITIVE ELECTRONIC WORD OF MOUTH ABOUT LOCAL
FASHION BRANDS WITH GENERAL ATTITUDE TOWARDS
LOCAL BRANDS AS MEDIATING ROLE: EVIDENCE FROM
GENERATION Z**

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

By:

NAME : VIOLA

ID NUMBER : 01011200160



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