

THESIS

THE EFFECT OF PERCEIVED QUALITIES, PERCEIVED VALUES, AND SOCIAL MEDIA WOM TOWARD THE LUXURY GOODS PURCHASE INTENTION IN JAKARTA INDONESIA

Submitted in Partial Fulfillment of the Requirements
to obtain the Degree of Sarjana Management

By:

NAME : RIONALD MARCEL HERMANTO

ID NUMBER : 00000020783



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