

**THESIS**

**THE INFLUENCE OF COUNTRY OF ORIGIN ON  
PURCHASE INTENTION IN INDONESIAN MARKET  
MEDIATED BY BRAND IMAGE AND ATTITUDE TOWARDS  
THE BRAND : A CASE STUDY OF VIVO**

Written as a partial fulfillment of the academic requirements  
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**By:**

**NAME : FREDERICK WILSON**

**ID NUMBER: 01011210264**



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