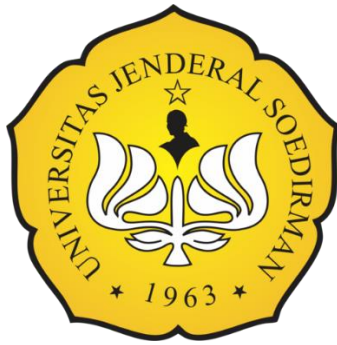


THESIS

**THE ROLE OF ADVERTISEMENT, COUNTRY OF ORIGIN, ON BRAND IMAGE
AND IT'S IMPACT, TOWARD CUSTOMER PURCHASE DECISION OF HONDA
BEAT SERIES IN PURWOKERTO**



BY:

MEGA LINTANG PAMUNGKAS

C1H015028

**ECONOMIC AND BUSINESS FACULTY
JENDERAL SOEDIRMAN UNIVERSITY
PURWOKERTO**

2019