

**THESIS**

**PERCEIVED BRAND QUALITY, COUNTRY OF ORIGIN AND  
CONSUMER ETHNOCENTRISM EFFECTS ON PURCHASE DECISION  
OF KOREAN SKINCARE BRANDS  
(STUDY ON ECONOMIC AND BUSINESS FACULTY, UNIVERSITAS  
JENDERAL SOEDIRMAN)**



By:

**RIKE DESILIA FEBY SAFITRI**

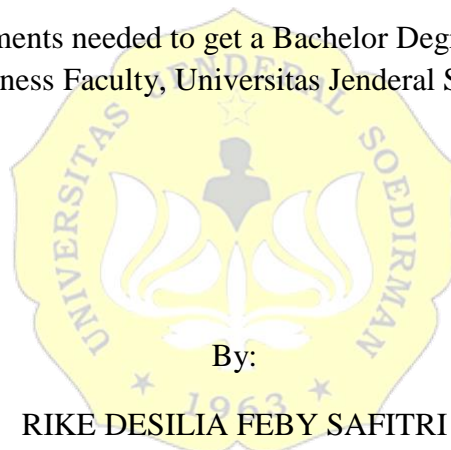
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**MINISTRY OF EDUCATION, RESEARCH AND TECHNOLOGY  
UNIVERSITAS JENDERAL SOEDIRMAN  
FACULTY OF ECONOMICS AND BUSINESS  
PURWOKERTO  
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To fulfill the requirements needed to get a Bachelor Degree from the Economic  
and Business Faculty, Universitas Jenderal Soedirman



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**MINISTRY OF EDUCATION, RESEARCH AND TECHNOLOGY  
UNIVERSITAS JENDERAL SOEDIRMAN  
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MANAGEMENT MAJOR**

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