

THESIS

THE EFFECT OF CONSUMER ETHNOCENTRISM, BRAND IMAGE,  
AND PERCEIVED QUALITY, ON PURCHASE DECISIONS WITH  
PURCHASE INTENTION AS INTERVENING VARIABLE  
( Study of Eiger Consumers in Tasikmalaya )

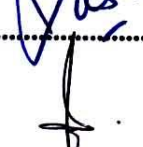


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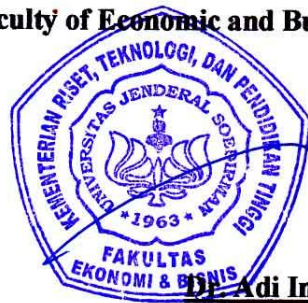
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Declared the fact that this thesis is my original work, not takeover writings or thought of others that I recognize as my writing or my thought, except that the writing referred in this manuscript and mentioned in references.

The entire contents of this thesis have been examined closely and there are no errors. If in the course of time proved my thesis does not fit with this statement, I am willing to bear all risks including revocation of a degree that I carry. The content of this thesis is the personal responsibility of the writer, not the responsibility of advisor or related institutions.

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## PREFACE

The author says the praise and gratitude to Allah SWT, for all the graces and blessing so I can complete this thesis with the title ***“THE EFFECT OF CONSUMER ETHNOCENTRISM, BRAND IMAGE, AND PERCEIVED QUALITY, ON PURCHASE DECISIONS WITH PURCHASE INTENTION AS INTERVENING VARIABLE (Study of Eiger Consumers In Tasikmalaya)”***

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Author is fully aware that the result and content of this thesis are still far from perfection. Therefore, author looks forward for the reader's willingness to give criticism and the suggestion for the perfection of this thesis.

In the end, author apologizes in the readers if there are mistakes in this thesis and author hope this thesis is beneficial to all the parties needed.

Purwokerto, February 2018

Author

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