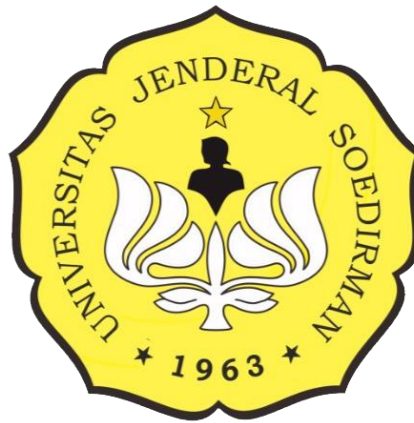


THESIS

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IMAGE AS MODERATING VARIABLE**

(STUDY ON ETUDE HOUSE KOREAN BEAUTY PRODUCT)



By:

ANINDYA PRAMESTIARA

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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
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from the Faculty of Economics and Business, University of Jenderal
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