

**THE EFFECT COUNTRY OF ORIGIN AND BRAND IMAGE ON  
CONSUMER PURCHASE DECISION: THE MEDIATING EFFECTS OF  
PERCEIVED QUALITY AND PERCEIVED PRICE IN KOREAN  
SKINCARE**

**UNDERGRADUATE THESIS PROPOSAL**



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**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2020**

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**The Requirements of Bachelor's Degree in Faculty of Economics and Business.**



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**2020**

## **DECLARATION PAGE**

The result of this study,

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The author stated that this thesis with the title:” THE EFFECT COUNTRY OF ORIGIN AND BRAND IMAGE ON CONSUMER PURCHASE DECISION: THE MEDIATING EFFECTS OF PERCEIVED QUALITY AND PERCEIVED PRICE IN KOREAN SKINCARE” there is no plagiarism from each research for undergraduate study. This study focuses on analyzing the effect country of origin and brand image on consumer purchase decisions: the mediating effects of perceived quality and perceived price in Korean skincare, and the setting is Innisfree. Whether there is research with the same title, literature review, method, result, and discussion. Moreover, the author will cancel this thesis.

Yogyakarta, 11 June 2020

Naura Syifa Mufidah

## MOTTO AND DEDICATION

لَهُ مُعَقِّبَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ ۚ مِنْ أَمْرِ اللَّهِ ۗ إِنَّ  
اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنْفُسِهِمْ ۗ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ  
سُوءًا فَلَا مَرَدَّ لَهُ ۗ وَمَا لَهُم مِّنْ دُونِهِ ۗ مِنْ وَالٍ ﴿١١﴾

For each (such person) there are (angels) in succession, before and behind him: They guard him by command of Allah. Verily never will Allah change the condition of a people until they change it themselves (with their own souls). But when (once) Allah willet a people's punishment, there can be no turning it back, nor will they find, besides Him, and to protect.

(QS. AR RA'D 13:11)

A small offering for my beloved dad & mom, my family and my best friends who have never stopped giving me encouragement, prayer, advice and love and also irreplaceable sacrifice until I'm always strong enough to go through every obstacle in front of me.

## PREFACE

Alhamdulillah, praise to Allah the Almighty and the Most Merciful that because of His blessings, I could finally finish my thesis to attain a bachelor's degree in economics. The author can complete a thesis entitled “The Effect Country of Origin and Brand Image on Consumer Purchase Decision: The Mediating Effects of Perceived Quality and Perceived Price in Korean Skincare”. This thesis is structured to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Afterward, this thesis is focused on the country of origin and brand image of the product from this brand, to make each consumer know more about this product. This thesis has chosen UMY students as the respondents and also there is requirement who are eligible to answer of each questionnaire for this study. Then, the result is positively significant and can help the company to encourage the performance of Innisfree.

Furthermore, there are a lot of struggling movements to do this thesis, such as spent many times, money, and etcetera. Then, my family often support me during did this thesis and also my friends. Finally, to complete this thesis, the authors get guidance and support both morally and materially from various parties. Therefore, the authors say thank you as much as possible to:

1. Dr. Indah Fatmawati, S.E., M.Si, who has been very patient taking her time and thoughts to guide the writer in the process of completing this thesis

2. My mother, Yuli Setiyanti, gives motivation and prays to me to do this thesis. She is my superhero often be patient and wise.
3. My father, Azid Farkhan Masruri, called me every day to do my thesis, and he is the best father in the world.
4. My siblings, who have given me many times to heard me when I have many problems.
5. Lastly, all those who helped the author and cannot be mentioned one by one, thank you for your services and support.

Yogyakarta, 11 June 2020

Naura Syifa Mufidah

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