

**THE EFFECTS OF COUNTRY OF ORIGIN, PERCEIVED PRICE, AND  
WORD OF MOUTH, ON REPURCHASE INTENTION OF GLOBAL  
BRAND PRODUCT**

*PENGARUH NEGARA ASAL, PERSEPSI HARGA, DAN WORD OF  
MOUTH TERHADAP NIAT PEMBELIAN KEMBALI PRODUK MEREK  
GLOBAL*



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**UNDERGRADUATE THESIS**  
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The Requirements of Bachelor's Degree in the Faculty of Economics and  
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## PAGE STATEMENT

The undersigned below :

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The author stated this thesis with the title: 'The Effects of Country of Origin, Perceived Price, and Word of Mouth, on Repurchase Intention of Global Brand Product' has never been submitted for any degree at any institution of higher learning, and to the best of my knowledge, no work or opinions have been previously written or published by others except those specifically referred to in this manuscript and cited in the References. Should it be discovered that there are works or opinions previously published or written by others in this thesis, I am willing to have my work invalidated.

Yogyakarta, November, 25th, 2023

  
  
Mega Rosadi

## **MOTTO AND DEDICATION**

This dedication is extended with deep love and heartfelt gratitude to the woman, beloved Mother, who is full of love and boundless inspiration in the author's life. Thank you for all the prayers, support, and strength you have provided throughout the long journey of completing this thesis. All sacrifices, wise counsel, and limitless love have been the author's driving force. All these achievements stand as evidence of the resilience and encouragement have given. Thank you, Mom, for being a strong pillar and a source of strength in the author's life. This dedication is an expression of gratitude that will never forgotten.

“Life is a journey of constant learning, embrace each lesson, grow stronger, and thrive”

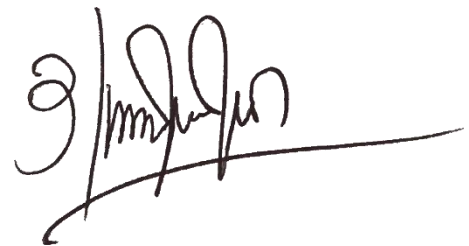
## **PREFACE**

1. With all the praise and thanks to God the Almighty, who has given His love and mercy, a Thesis entitled” The Effects of Country of Origin, Perceived Price, and Word of Mouth on Repurchase Intention of Global Brand Product” can be completed well.
2. The purpose of writing this thesis is to fulfill the requirements for obtaining a Bachelor of Economics degree in the International Business of Management major with a concentration in Marketing at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. With the completion of this final work, the author extends heartfelt appreciation and thanks to:
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Finally, with all humility, the author realizes there are still many shortcomings. Hence, the author hopes for constructive feedback and criticism to improve this thesis.

Yogyakarta, November, 25th, 2023

A handwritten signature in black ink, appearing to read 'Mega Rosadi', with a long horizontal flourish extending to the right.

Mega Rosadi

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