

FINAL PAPER

**THE RELATIONSHIP OF GLOBAL OPENNESS, CONSUMER
ETHNOCENTRISM, AND PRODUCT JUDGMENT TOWARD
INDONESIAN YOUTH'S WILLINGNESS TO BUY MORE OF
MODERN JAMU**

Submitted as a final requirement to obtain the degree of

Sarjana Ekonomi Strata Satu

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**PROGRAM STUDI MANAJEMEN
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UNIVERSITAS PELITA HARAPAN
SURABAYA
2013**



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STATEMENT OF ORIGINALITY OF FINAL PAPER

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INDONESIAN YOUTH'S WILLINGNESS TO BUY MORE OF MODERN
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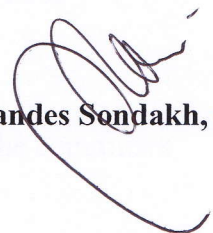
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The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper entitled “**THE RELATIONSHIP OF GLOBAL OPENNESS, CONSUMER ETHNOCENTRISM, AND PRODUCT JUDGMENT TOWARD INDONESIAN YOUTH’S WILLINGNESS TO BUY MORE OF MODERN JAMU**” were the following :

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Surabaya, January 2014

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