

FINAL PAPER

**THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE TOWARDS
BRAND PERSONALITY AND INTENTION TO PURCHASE ZARA
PRODUCTS IN SURABAYA**

Submitted as a final requirement to obtain the degree of
Sarjana Ekonomi Strata Satu

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FAKULTAS EKONOMI
UNIVERSITAS PELITA HARAPAN
SURABAYA
2012**



UNIVERSITAS PELITA HARAPAN SURABAYA

STATEMENT OF ORIGINALITY OF FINAL PAPER

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Hereby declare that the Final Paper I have written entitled "**THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE TOWARDS BRAND PERSONALITY AND INTENTION TO PURCHASE ZARA PRODUCTS IN SURABAYA**" is:

- 1) Written and completed by myself using lecture materials, field research, textbooks, and journals listed in the references section of this Final Paper;
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If I am proven for not being truthful, this Final Paper will be invalid and cancelled.

Surabaya, 30th November 2012

Declared by,



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BRAND PERSONALITY AND INTENTION TO PURCHASE ZARA
PRODUCTS IN SURABAYA**

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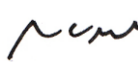


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AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER

On Friday, 30th November 2012, this Final Paper has been examined in a comprehensive oral presentation to fulfill one of the academic requirements to obtain the degree of *Sarjana Ekonomi* at the Fakultas Ekonomi, Universitas Pelita Harapan Surabaya:

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The members of the Examination Committee involved in the comprehensive oral examination of this Final Paper entitled “**The Influence of COUNTRY OF ORIGIN IMAGE TOWARDS BRAND PERSONALITY AND INTENTION TO PURCHASE ZARA PRODUCTS IN SURABAYA**” were the following:

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1. Prof. Maria Rochelle Divinagracia M.Sc., DBA	as Thesis Advisor and Head of the Committee	
2. Amelia S.E.,RFP-I, M.M.	as the member of the Committee	
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PREFACE

Praise to the Lord. Finally, this final paper entitled “THE INFLUENCE OF COUNTRY OF ORIGIN IMAGE TOWARDS BRAND PERSONALITY AND INTENTION TO PURCHASE ZARA PRODUCTS IN SURABAYA” that is required to achieve a degree of *Sarjana Ekonomi Strata Satu* in *Fakultas Ekonomi*, Universitas Pelita Harapan Surabaya is finished. With His guidance, strength and blesses that He gave to me, I was able to finish this final paper on time.

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The author realized that this final paper is still not perfect. Therefore, suggestions and criticisms are expected to build improvements in the future research. Finally, the author wishes this final paper could be helpful and useful for many readers and future researchers, especially in doing researches which are related to this research’s topic.

Surabaya,

The Author

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