THE EFFECT OF PERCEIVED PRODUCT VALUE, COUNTRY-OF-ORIGIN IMAGE AND E-WOM TOWARD CUSTOMER PURCHASE DECISION WITH TRUST AS MODERATING VARIABLE (An Empirical Study of Gen Z Smartphone Users in Indonesia)



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the International Undergraduate Degree Program (S1) of Management Department at Faculty of Economics and Business Diponegoro University

Presented by:

KRISSANTI PINARING GUSTI NIM. 12010120190152

FACULTY OF ECONOMICS AND BUSINESS DIPONEGORO UNIVERSITY SEMARANG 2024