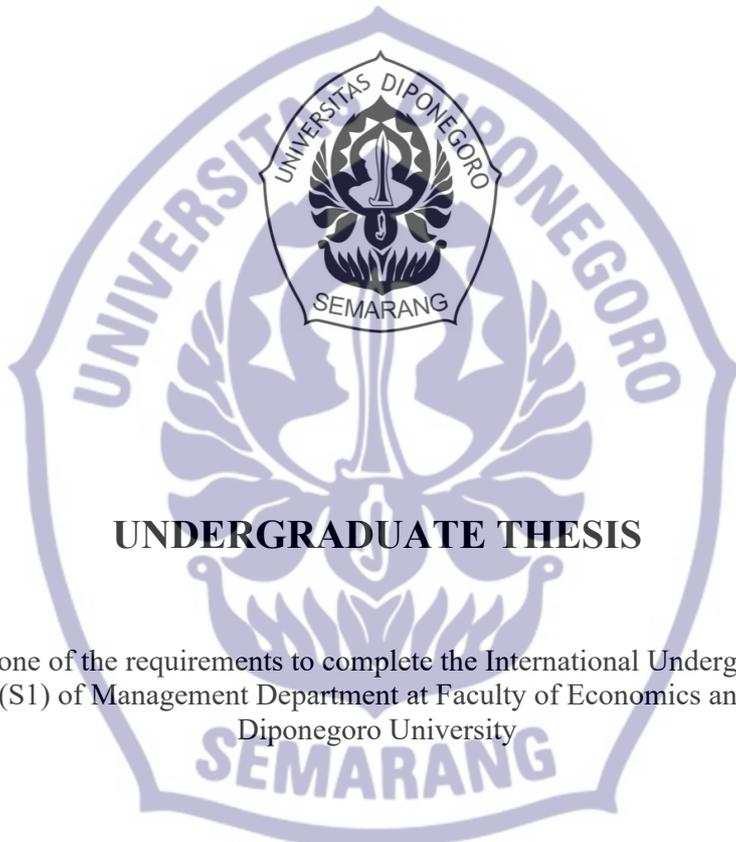


**THE EFFECT OF PERCEIVED PRODUCT VALUE,
COUNTRY-OF-ORIGIN IMAGE AND E-WOM
TOWARD CUSTOMER PURCHASE DECISION WITH
TRUST AS MODERATING VARIABLE (An Empirical
Study of Gen Z Smartphone Users in Indonesia)**



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the International Undergraduate Degree
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