

**ANALYSIS THE INFLUENCE OF ATTITUDE, SUBJECTIVE  
NORM, PERCEIVED BEHAVIORAL CONTROL, PERCEIVED  
VALUE, AND COUNTRY OF ORIGIN TOWARDS PURCHASE  
INTENTION KOREAN HALAL COSMETICS PRODUCTS**

**THESIS**



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JAKARTA  
2023**

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NORM, PERCEIVED BEHAVIORAL CONTROL, PERCEIVED  
VALUE, AND COUNTRY OF ORIGIN TOWARDS INTENTION  
TO PURCHASE KOREAN HALAL COSMETICS PRODUCTS**

**Thesis Submitted to Fulfill One of the Requirements for Obtaining Bachelor's  
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## STATEMENT OF AUTHENTICITY

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Stating that this final project is the original work performed by me and it's under the guidance and advice of my thesis supervisor Mr. Mas Wahyu Wibowo, MBA, Ph.D. Not plagiarism or duplicate of the work of others. if it turns out that my statement is not true, then I am willing to be penalized for the cancellation of this thesis if it is proven that I have committed plagiarism.

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## PREFACE

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