

STATEMENT OF ORIGINALITY

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Department : Management
Study Program : International Management
Concentration : Marketing Management
Thesis Title : Country Of Origin and Foreign Branding on Perceived
Quality of Local Product in Indonesia: The Moderating
Role of Consumer Ethnocentrism

I solemnly declare that the thesis proposal with the title mentioned above is purely the author's own work and not plagiarism from the work of others, except for the parts referred to as library sources in accordance with the applicable writing guidelines (plagiarism check sheet attached).

If there are errors and mistaken in it, it is entirely the responsibility of the author which can result in the cancellation of the thesis with the title mentioned above.

Thus, this statement the author makes truthfully.

Pontianak, 30 January 2023


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ACCOUNTABILITY STATEMENT

The undersigned below:

Name	:Silvia Dwi Arindi
Department	:Management
Study program	:International Management
Concentration	:Marketing Management
Thesis and Comprehensive Exam Date	:30 January 2023

Thesis Title:
COUNTRY OF ORIGIN AND FOREIGN BRANDING ON PERCEIVED
QUALITY OF LOCAL PRODUCT IN INDONESIA: THE MODERATING
ROLE OF CONSUMER ETHNOCENTRISM.

Stating that the thesis is my own work and all sources, both quoted and references,
I have stated correctly.

Pontianak, 30 January 2023



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