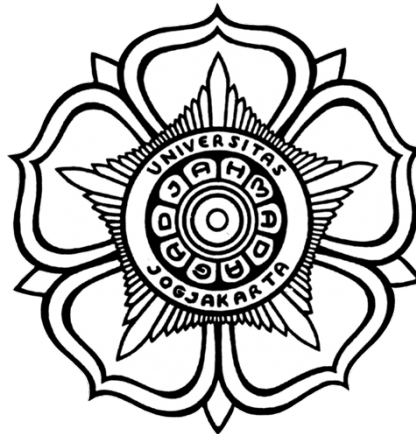


**THE EFFECT OF CONNECTION, CREDIBILITY, PRODUCT
INVOLVEMENT, AND PRESTIGE SENSITIVITY ON PRICE
ACCEPTANCE**

Undergraduate Thesis:

**Submitted in Partial Fulfilment of the Requirements for the Degree of
Sarjana Ekonomi from the Department of Management of The Faculty of
Economics and Business, Universitas Gadjah Mada**



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