

**THE INFLUENCE OF FIRMS DEVELOPING COUNTRY CORPORATE
SOCIAL RESPONSIBILITY ON THE DEVELOPED COUNTRIES
CUSTOMER PURCHASE INTENTION AND FIRM'S BRAND
REPUTATION**

Bachelor Thesis

In order to fulfil the prerequisite for obtaining the bachelor degree

Supervisor: Prof. Dr. Tilo Halaszovich



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**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS GADJAH MADA**

2023



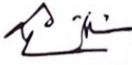

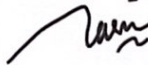
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FAKULTAS EKONOMIKA DAN BISNIS

*The Influence of Firms in Developing Country Corporate Social
Responsibility on The Developed Countries Customer Purchase
Intention and firm's Brand Reputation*

Disusun Oleh
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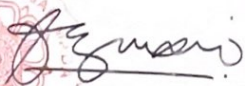
Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik
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