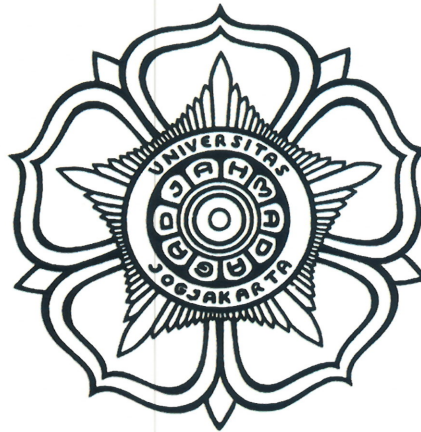


**THE EFFECT OF COSMOPOLITANISM AND CONSUMER
ETHNOCENTRISM ON CULTURAL CONSUMPTION TENDENCY
THROUGH COUNTRY IMAGE**



Submitted by:

Farah Auliya Zulfa

21/490023/PEK/28080

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA YOGYAKARTA**

2024



UNIVERSITAS
GADJAH MADA

Master of Business Administration
Faculty of Economics and Business
Universitas Gadjah Mada

The Effect of Cosmopolitanism and Consumer Ethnocentrism on Cultural Consumption Tendency through Country Image

Farah Auliya Zulfa, Rocky Adiguna, S.E., M.Sc., Ph.D.

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AUTHORIZATION

THE EFFECT OF COSMOPOLITANISM AND CONSUMER ETHNOCENTRISM ON CULTURAL CONSUMPTION TENDENCY THROUGH COUNTRY IMAGE

Submitted by:

Farah Auliya Zulfa

21/490023/PEK/28080

has been defended before the Board of
Examiners on October, 11, 2024
and has been declared to fulfil all requirements

Yogyakarta, October 11, 2024

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STATEMENT OF AUTHENTICITY OF WRITTEN THESIS

I, the undersigned, state that this written thesis entitled:

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And presented for examination on October, 11, 2024, is my own work.

I hereby solemnly state that this thesis does not contain, in whole or in part, the work of any other person, in the form of plagiarized or copied phrases or symbols showing the ideas or thoughts of another writer presented as if they were my own; nor does it contain, in part or in whole, writing that I have copied, plagiarized or taken from the writing of another person without recognizing the original author.

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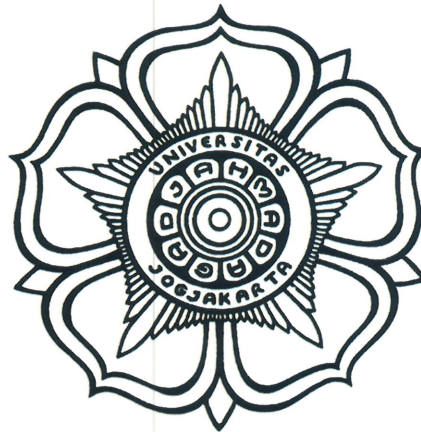


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SUMMARY

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THROUGH COUNTRY IMAGE**

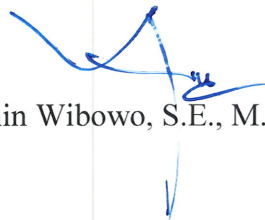
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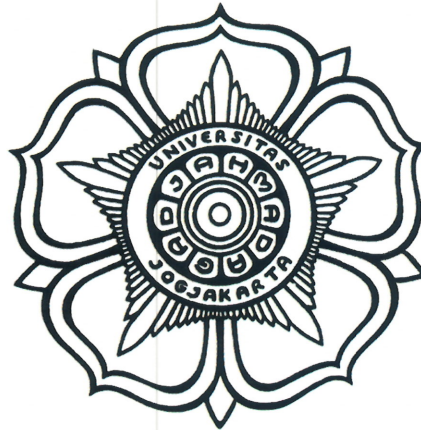
Approved by:

Supervisor



Prof. Amin Wibowo, S.E., M.B.A., Ph.D.

**PENGARUH KOSMOPOLITANISME DAN ETNOSENTRISME
KONSUMEN TERHADAP KECENDERUNGAN KONSUMSI BUDAYA
MELALUI CITRA NEGARA**



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**FAKULTAS EKONOMIKA DAN BISNIS
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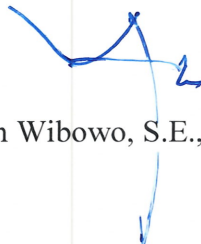
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Pembimbing



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