

SKRIPSI

**PENGARUH CITRA MEREK, KUALITAS PERSEPSIAN, DAN
PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN
MOBIL DATSUN GO+ DI YOGYAKARTA**

***THE INFLUENCE OF BRAND IMAGE, PERCEIVED QUALITY,
AND PERCEIVED PRICE ON THE DECISION TO PURCHASE
THE CAR BRAND DATSUN GO+ IN YOGYAKARTA***



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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
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