

**PENGARUH KESADARAN MEREK, PERSEPSI KUALITAS, ASOSIASI
MEREK, DAN LOYALITAS MEREK TERHADAP KEPUTUSAN
PEMBELIAN SMARTPHONE SAMSUNG**

*THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY,
BRAND ASSOCIATION, AND BRAND LOYALTY ON PURCHASING
DECISIONS SMARTPHONE SAMSUNG*



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