

**PENGARUH CITRA MEREK, KUALITAS PERSEPSIAN,
FITUR, DAN PERSEPSI HARGA TERHADAP KEPUTUSAN
PEMBELIAN SMARTPHONE XIAOMI**

***THE INFULENCE OF BRAND IMAGE, PERCEIVED QUALITY,
FEATURES, AND PERCEIVED PRICE ON BUYING DECISION
SMARTPHONE XIAOMI***



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2017**