

SKRIPSI

PENGARUH CITRA MEREK DAN KUALITAS PERSEPSIAN TERHADAP  
KEPUTUSAN PEMBELIAN PRODUK EIGER DI KOTA YOGYAKARTA

*THE INFLUENCE OF BRAND IMAGE AND PERCEIVED QUALITY ON  
PURCHASING DECISIONS OF EIGER PRODUCTS IN YOGYAKARTA  
Study on employee of Eiger Product in Yogyakarta*



Telah disetujui Dosen Pembimbing Yogyakarta, 04 Agustus 2016

Pembimbing,

  
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Skripsi ini Telah Dipertahankan dan Disahkan di Depan  
Dewan Penguji Program Studi Manajemen Fakultas Ekonomi

Universitas Muhammadiyah Yogyakarta

Yang terdiri dari :

The seal of Universitas Muhammadiyah Yogyakarta is a circular emblem with a scalloped border. It features a central sunburst design with Arabic calligraphy. The text 'UNIVERSITAS MUHAMMADIYAH' is written along the top inner edge, and 'YOGYAKARTA' is written along the bottom inner edge. There are two stars on either side of the bottom text. The seal is stamped over the text of the examiners.  
Drs. Siti Dyah Mandayanti, SE., MM  
Ketua Tim Penguji

Drs. Asnawi Asdinardjaja, M.Si  
Anggota Tim Penguji

Sutrisno Wibowo, SE., M.Si  
Anggota Tim Penguji

Mengetahui,  
Dekan Fakultas Ekonomi  
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