

**PENGARUH PERSEPSI KUALITAS PRODUK, CITRA MEREK, PERSEPSI
HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN HONDA
SCOOPY**

*THE INFLUENCE OF PERCEIVE PRODUCT QUALITY, BRAND IMAGE,
PRICE PERCEPTION AND PROMOTION TOWARD THE PURCHASE
DECISIONS OF HONDA SCOOPY*



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