

**PENGARUH KUALITAS PERSEPSIAN, CITRA MEREK, PERSEPSI  
HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN  
SMARTPHONE IPHONE**

*THE EFFECT OF PERCEIVED QUALITY, BRAND IMAGE, PERCEIVED  
PRICE AND PROMOTION ON IPHONE SMARTPHONE PURCHASE  
DECISION*

**SKRIPSI**



**Disusun Oleh:**

**TEGAR YOGA PRATAMA**  
**20120410143**

**FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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