

**PENGARUH *BRAND AWARENESS*, *BRAND IMAGE* DAN
PERCEIVED QUALITY TERHADAP *PURCHASE INTENTION*
LAPTOP MEREK ASUS
DI DAERAH ISTIMEWA YOGYAKARTA**

***THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE
AND PERCEIVED QUALITY TOWARDS PURCHASE
INTENTION ASUS BRAND LAPTOP
IN SPECIAL REGION OF YOGYAKARTA***

TESIS



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