

**PENGARUH CITRA MEREK GLOBAL, *POSITIVE WORD OF MOUTH*,
PERSEPSI NEGARA MANUFAKTUR TERHADAP KEPUTUSAN
PEMBELIAN SEPATU MEREK ADIDAS *MADE IN INDONESIA***

(Studi Pada Pengguna Sepatu Adidas di Yogyakarta)

***THE EFFECT OF GLOBAL BRAND IMAGE, POSITIVE WORD OF
MOUTH, PERSEPTION COUNTRY OF MANUFACTURE ON THE
DECISION OF BUYING BRAND ADIDAS MADE IN INDONESIA SHOES
(A Study On The User Adidas Made in Indonesia in Yogyakarta)***



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