

**PENGARUH INOVASI PRODUK, CITRA MEREK DAN PERSEPSI HARGA
TERHADAP KEPUTUSAN PEMBELIAN PRODUK HANDPHONE MEREK
ZENFONE ASUS**

(Studi di Universitas Muhammadiyah Yogyakarta yang Membeli Handphone Zenfone
ASUS)

***THE INFLUENCE OF PRODUCT INOVATION, BRAND IMAGE, AND PRICE
PERCEPTION TOWARD THE DECISION OF PURCHASING PRODUCT
HANDPHONE OF ZENFONE ASUS BRAND***

(Study at University of Muhammadiyah Yogyakarta The Decision of Purchasing Handphone
Zenfone ASUS)



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