

**PENGARUH CITRA MEREK, PERSEPSI KUALITAS, PERSEPSI HARGA
DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE
OPPO**

(Studi Pada Mahasiswa Universitas Muhammadiyah Yogyakarta)

***THE INFLUENCE OF BRAND IMAGE, PERCEPTION OF QUALITY, PRICE
PERCEPTION AND PROMOTION TO DECISION OF PURCHASING OF
MOBILEPHONE OPPO***

(Study At University Student of Muhammadiyah Yogyakarta)



Oleh:

SONNY HARDJONO

20140410180

**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2018