

**THE EFFECT OF PRICE AND BRAND IMAGE OF
SMARTPHONE TOWARD PURCHASING DECISION OF
MUSLIM CONSUMERS**

**(Case Study Student University of Darussalam Gontor
Campus 6 Magelang)**



Written By:

Fadly Arif

35.2014.4.1.0655

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UNIVERSITY OF DARUSSALAM GONTOR
DARUSSLAM ISLAMIC INSTITUTION
GONTOR PONOROGO 2018**

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THESIS

Presented to University of Darussalam Gontor in Partial Fulfillment
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in Faculty of Economics and Management
Department of Islamic Economics

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