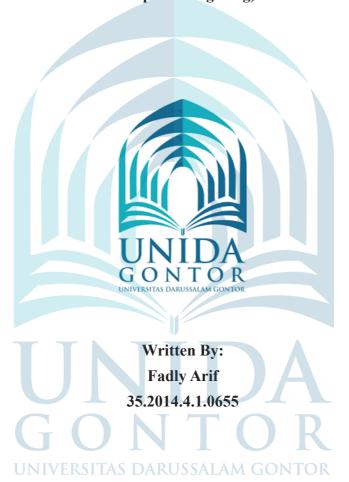
THE EFFECT OF PRICE AND BRAND IMAGE OF SMARTPHONE TOWARD PURCHASING DECISION OF MUSLIM CONSUMERS

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



DEPARTMENT OF ISLAMIC ECONOMICS
FACULTY OF ECONOMICS AND MANAGEMENT
UNIVERSITY OF DARUSSALAM GONTOR
DARUSSLAM ISLAMIC INSTITUTION
GONTOR PONOROGO 2018

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)

THESIS

Presented to University of Darussalam Gontor in Partial Fulfillment of Requirements for Completing the Sarjana Program in Faculty of Economics and Management Department of Islamic Economics

DEPARTMENT OF ISLAMIC ECONOMICS
FACULTY OF ECONOMICS AND MANAGEMENT
UNIVERSITY OF DARUSSALAM GONTOR
DARUSSLAM ISLAMIC INSTITUTION
GONTOR PONOROGO 2018