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**Dr. Phil I Ketut Gunawan, MA.**

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PENGARUH HARGA, KUALITAS PRODUK DAN CITRA MEREK  
TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE MEREK VIVO  
(Studi Pada Masyarakat Kecamatan Bontang Selatan Yang Menggunakan  
Smartphone Merek Vivo)

SKRIPSI



Oleh :

Syamsumarlin

NIM. 1902096092

PROGRAM STUDI ADMINISTRASI BISNIS  
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK  
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