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The research paper with the title **“THE IMPACT OF PRODUCT QUALITY, BRAND FAMILIARITY, PRODUCT FEATURES AND SOCIAL INFLUENCE TOWARD PURCHASE INTENTION OF IPHONE AS IN INTERNATIONAL BUSINESS”** has been conducted to fulfill the requirement to acquire Bachelor of Economics degree in Management Study Program. Even though this paper shows no perfection, I hope my work will be useful one day for future researchers who are willing to do further research regarding the same topic.

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Author

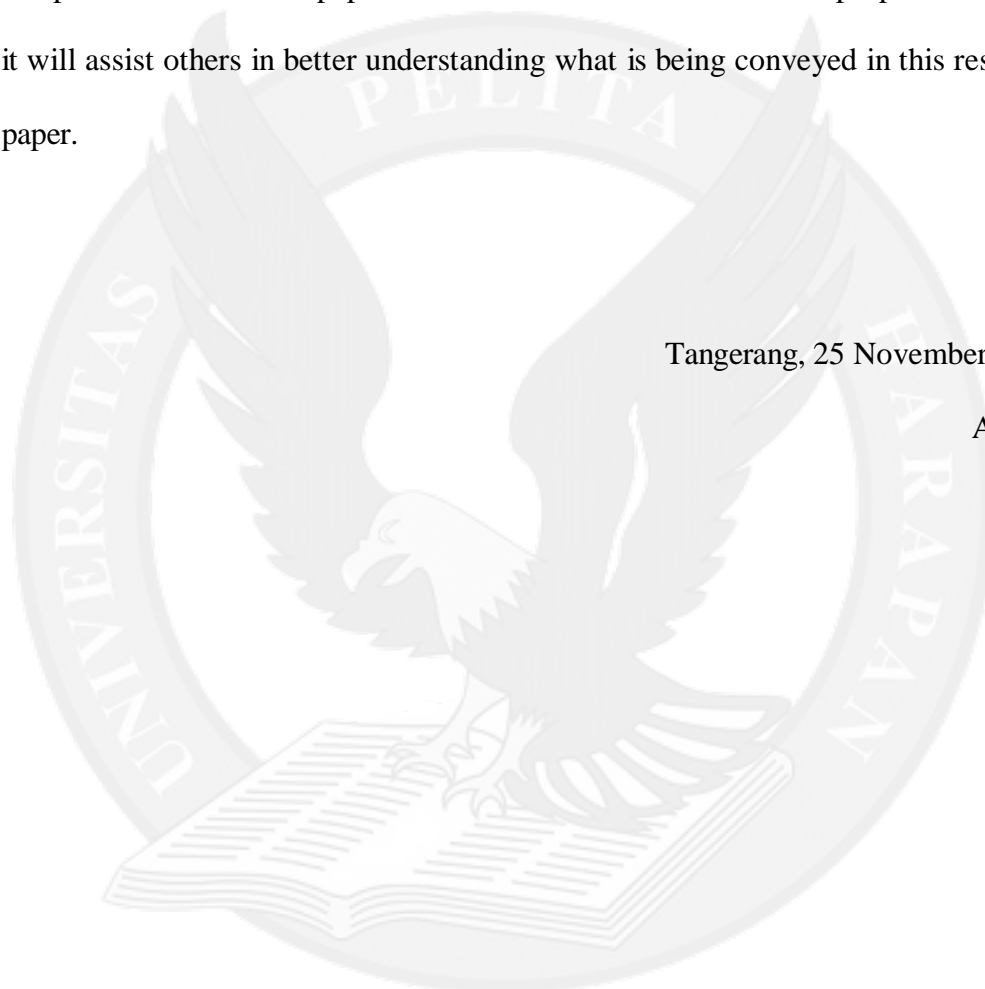


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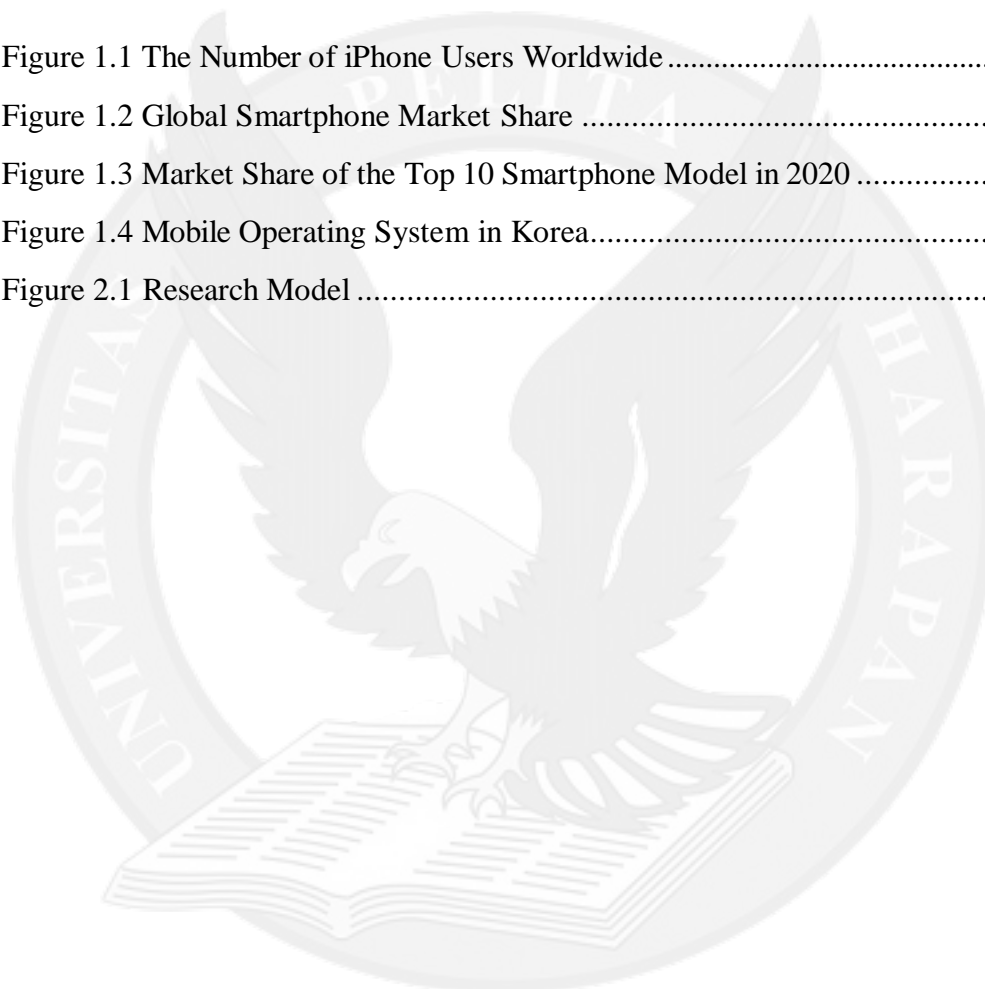
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