THESIS

THE INFLUENCE OF BRAND IMAGE, BRAND IDENTITY, AND BRAND PERSONALITY TOWARDS PURCHASE INTENTION OF SAMSUNG SMARTPHONES IN INDONESIA (Case of

JABODETABEK)

Written as a partial fulfillment of the academic requirements to obtain the degree of Sarjana Manajemen

By : NAME : MICHAEL LIE ID NUMBER : 01011190088



STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN JAKARTA 2023