ANALYSIS OF PRICE, BRAND AWARENESS, AND BRAND

IMAGE TO THE PURCHASE INTENTION OF

PREGNANCY PILLOW

(Case Study of Surya Bedsheet)

THESIS Proposed to Fulfill One of the Requirements to Achieve Undergraduate Degree



UNIVERSITAS

Nama : Delita Kusuma Gading NIM : 43116010284

MANAGEMENT PROGRAM

INTERNATIONAL UNDERGRADUATED PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

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