ANALYSIS OF FACTORS AFFECTING THE DECISION TO PURCHASE APPLE'S IPHONE 12

THESIS

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JAKARTA

2022

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ANALYSIS OF FACTORS AFFECTING THE DECISION TO PURCHASE APPLE'S IPHONE 12

Thesis Submitted to Fulfill One of the Requirements for Obtaining Bachelor's Degree in Economics at Faculty of Economics and Business, Management Study Program, Universitas Mercu Buana, Jakarta

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PREFACE

All Praise and Gratitude are always uttered to Allah SWT., because of His blessings and gifts so that the writer can complete the thesis entitled “Analysis of Factors Affecting The Decision to Purchase Apple’s iPhone 12”.

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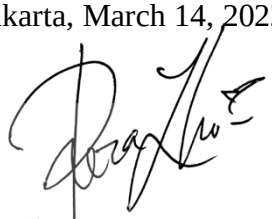
The writer realizes that in the preparation of this thesis research, it is still far from perfect and there are many shortcomings, both in terms of grammar and in the material presented.

Jakarta, March 14, 2022



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