

**APPROVAL PAGE**

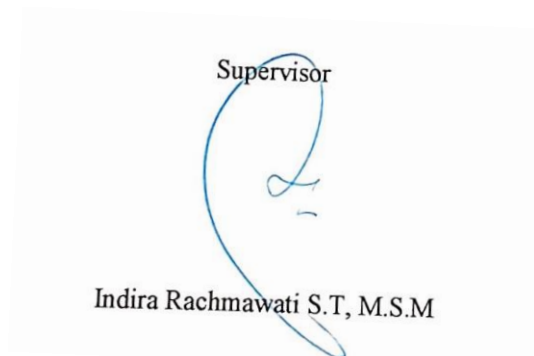
**THE INFLUENCE OF BRAND IMAGE AND PRODUCT PRICE ON PURCHASE  
DECISION (A STUDY OF IPHONE IN INDONESIA)**

Submitted as one of the requirements for a Bachelor's Degree

arranged by:

ESTHER KRISTIANI YUSTISIANA

1401153652



**INTERNATIONAL ICT BUSINESS  
FACULTY OF ECONOMICS AND BUSINESS  
TELKOM UNIVERSITY  
BANDUNG  
2019**