

APPROVAL PAGE

**THE INFLUENCE OF PRODUCT FEATURES, BRAND NAME, PRICE,
AND SOCIAL INFLUENCE TOWARDS PURCHASE INTENTION OF
IPHONE IN INDONESIA**

Proposed as One of the Requirement to Achieve the Bachelor of Business
Management Degree

INTERNATIONAL ICT BUSINESS

COMPILED BY:

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Advisor I

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**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMY AND BUSINESS
TELKOM UNIVERSITY
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