

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT PRICE  
TOWARDS AQUA BOTTLED MINERAL WATER REPURCHASE DECISION  
(CASE STUDY: AQUA CUSTOMER IN INDONESIA)**

MINI THESIS

Proposed as one of the requirements to obtain  
a Bachelor Degree from International ICT Business Study Program

**Arranged by:**

**SALSABILA ADINDA SHAFIRA**

**1401182609**



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

**2022**