

**THE INFLUENCE OF SEGMENTATION, TARGETING, AND
POSITIONING TOWARDS PURCHASE DECISION
(STUDY AT: DELIA HIJAB SUKABUMI)**

THESIS

Proposed as One of the Requirements to Achieve a Bachelor of Management Degree
from the International ICT Business Study Program

Written by:

MUHAMMAD RAKA PAWITRA ABDUL NASHR

NPM : 1401174542



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

2022