

**THE INFLUENCE OF BRAND IMAGE AND PRODUCT PRICE  
TOWARDS SPORT SHOES PURCHASE DECISION  
(A STUDY ON ADIDAS CUSTOMER)**

**MINI THESIS**

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

**Arranged by:**

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