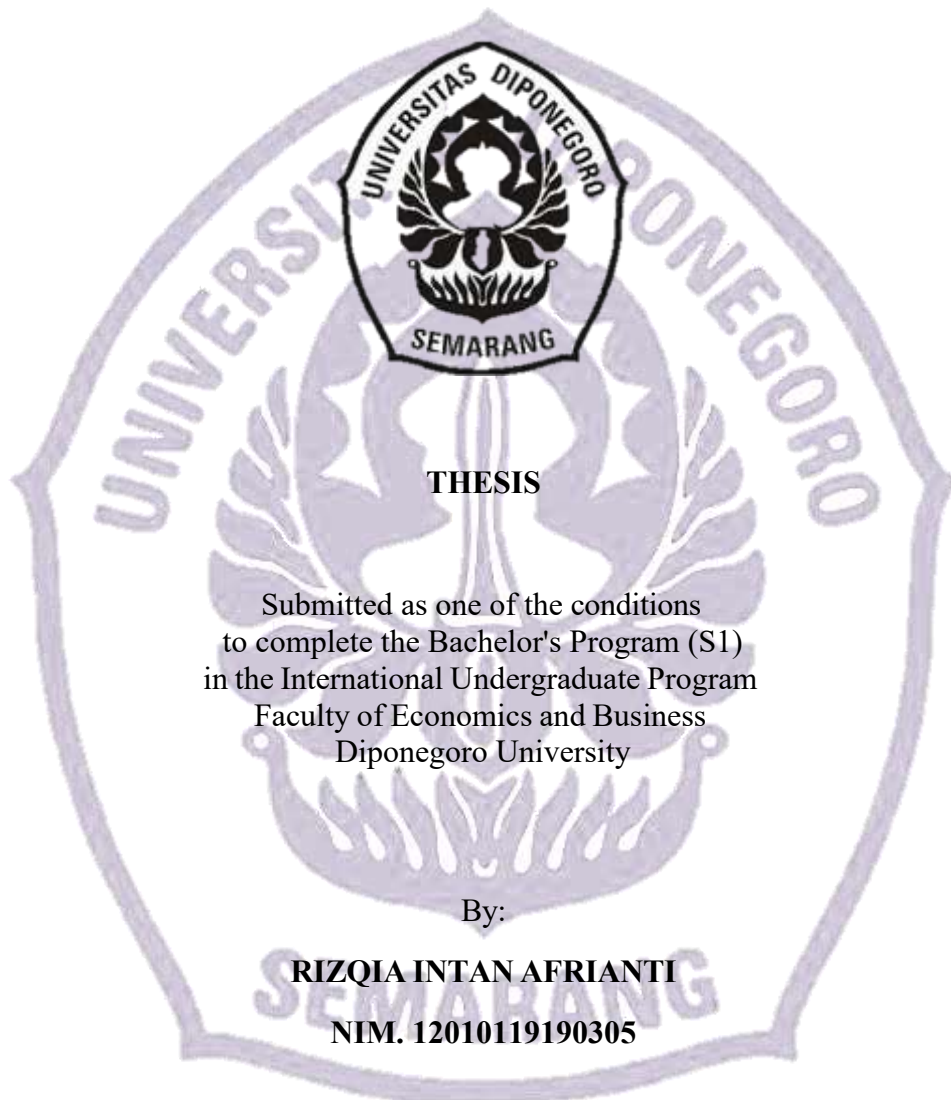


**THE INFLUENCE OF E-WOM, PERCEIVED
QUALITY AND PRICE ON PURCHASE DECISIONS
WITH BRAND IMAGE AS AN INTERVENING
VARIABLE**

(Study on The Body Shop Consumers in Semarang City)



THESIS

Submitted as one of the conditions
to complete the Bachelor's Program (S1)
in the International Undergraduate Program
Faculty of Economics and Business
Diponegoro University

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