

**THE EFFECT OF BRAND AWARENESS,
BRAND IMAGE, AND BRAND CREDIBILITY
ON OPPO MOBILE PHONE BRAND PRODUCT
PURCHASE INTENTION**



UNDERGRADUATE THESIS

Submitted as a requirement to complete the
Undergraduate Degree (S1) of Management Department
on Faculty of Economics and Business at Diponegoro University

Submitted By:

Harjunan Rizky Ryan Khrisnanda
NIM. 12010116140229

**FACULTY OF ECONOMICS & BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2020**