THE IMPACT OF COMPETITIVE PRICES, BRAND IMAGE, AND SELF IMAGE-CONGRUENCE ON ONLINE PURCHASE INTENTION OF REJUVE COLD-PRESSED JUICE

(Study During the Pandemic Period in Jakarta)



UNDERGRADUATE THESIS

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

Submitted by:

REDISA CELICA 12010117190216

FACULTY OF ECONOMICS AND BUSINESS DIPONEGORO UNIVERSITY SEMARANG 2021