

**THE INFLUENCE OF PROMOTION, BRAND
IMAGE, PRODUCT QUALITY, PRODUCT
DESIGN, AND PRICE IN PURCHASE
DECISION AMONG ADIDAS'S SPORTS
PRODUCT CUSTOMERS IN SEMARANG**



BACHELOR THESIS

Proposed as one of the requirements to complete the
bachelor degree program in the Faculty of Economics and Business
Diponegoro University

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**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
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