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American Journal of Humanities and Social Sciences Research (AJHSSR) e-ISSN : 2378-703X
Volume-XX, Issue-XX, pp-XX-XX www.ajhssr.com Research Paper Open Access The Impact
of the First Media Product Purchase Decision on Brand Image and Product Quality (First
Media Customer Survey in DKI Jakarta) Susan Kustiwan^{1*}, Hadita² 1 (Strategy of
Management Department, University of Trisakti, Indonesia) 2(Management Department,
University of Bhayangkara Jakarta Raya, Indonesia) *Corresponding author:
susankustiwan73@gmail.com ABSTRACT : **The purpose of this study was to** analyze the
impact of the first media product purchase decision on brand image and product quality
(first media customer survey **in DKI Jakarta**), this research was using quantitative met

Sources

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https://www.researchgate.net/journal/2549-3221_Hasanuddin_Economics_and_Business_Review

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