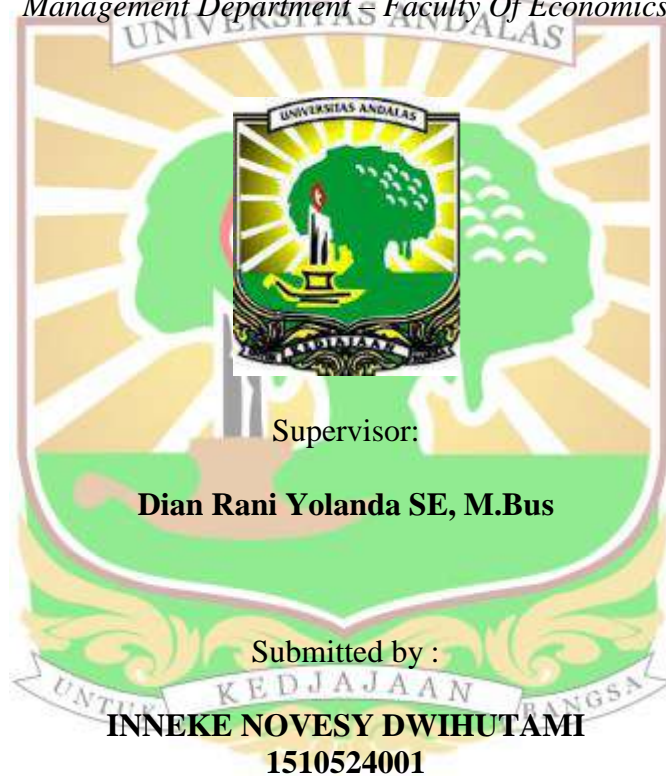


**THE EFFECTS OF BRAND ASSOCIATION,
PERCEIVED QUALITY AND STORE ATMOSPHERE TOWARD
PURCHASE DECISION
(Case : Richeese Factory in Padang)**

THESIS

*Thesis Is Submitted as Partial of The Requirement For a Bachelor Degree In
Management Department – Faculty Of Economics*



**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
FACULTY OF ECONOMICS
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THE EFFECTS OF BRAND ASSOCIATION, PERCEIVED QUALITY AND STORE ATMOSPHERE TOWARD PURCHASE DECISION IN RICHEESE FACTORY PADANG

*Bachelor Thesis by : Inneke Novesy Dwihutami
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ABSTRACT

The research is aimed to investigate the effects of brand association, perceived quality and store atmosphere toward purchase decision in Richeese Factory Padang. The populations in this research are the people of Padang who had bought and eaten directly at Richeese Factory. Total sample of this research is 180 respondents and distributed through the questionnaire. The sampling technique of this research is non-probability sampling with purposive sampling method. The data was processed by using SPSS 16.0 version and Ms.Excel. The result of this research is showed that brand association, perceived quality and store atmosphere has significant influence on purchase decision.

Keywords: *Brand Association, Perceived Quality, Store Atmosphere, Purchase Decision*

This thesis already examine and passed on January, 9th 2020. This abstract already approved by supervisor and examiners :

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