

**THE INFLUENCE OF PRODUCT FEATURES, BRAND NAME, PRICE,  
AND SOCIAL INFLUENCE TOWARDS PURCHASE INTENTION OF  
IPHONE IN INDONESIA**  
UNDERGRADUATE THESIS

COMPILED BY:

MAGFIRAH H. UMAR

1401144496



**INTERNATIONAL ICT BUSINESS**  
**FACULTY OF ECONOMIC AND BUSINESS**  
**TELKOM UNIVERSITY**  
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