

**"THE INFLUENCE OF PRODUCT QUALITY, PRICE AND ADVERTISING
TOWARD BUYING DECISION OF HONDA BEAT MOTORCYCLE"**

(CASE IN : CV.HAYATI PADANG)

THESIS

**Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in
International Management Department – Economics Faculty**

Submitted By:

SONIA VIVERA SABDA

1010524006



INTERNATIONAL MANAGEMENT DEPARTMENT

ECONOMICS FACULTY

ANDALAS UNIVERSITY

PADANG

2014