

**HUBUNGAN ANTARA FITUR PRODUK DAN PROMOSI DENGAN
PERPINDAHAN MEREK *SMARTPHONE SAMSUNG KE XIAOMI* PADA
MAHASISWA FAKULTAS EKONOMI UNIVERSITAS NEGERI
JAKARTA.**

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**Skripsi ini Disusun Sebagai Salah Satu Persyaratan untuk Memperoleh
Gelar Sarjana Pendidikan pada Fakultas Ekonomi Universitas Negeri
Jakarta**

PROGRAM STUDI PENDIDIKAN BISNIS

FAKULTAS EKONOMI

UNIVERSITAS NEGERI JAKARTA

2019

THE RELATIONSHIP BETWEEN PRODUCT FEATURES AND PROMOTION WITH THE BRAND SWITCHING OF SAMSUNG SMARTPHONE BRANDS TO XIAOMI IN FACULTY OF ECONOMIC STUDENTS IN THE ECONOMIC FACULTY OF JAKARTA STATE UNIVERSITY

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This scriptie is structured as one of the requirements to obtain a bachelor degree at the Faculty of Economics, State University of Jakarta

STUDY PROGRAM OF BUSINESS EDUCATION

FACULTY OF ECONOMICS

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