

THESIS

**THE EFFECT OF NON-MONETARY SALES PROMOTION TOWARD
BRAND IMAGE AND PRODUCT KNOWLEDGE ON PURCHASE
INTENTION WITH PRICE DISCOUNT AS A MODERATING VARIABLE
(Study of Sophie Paris in Purwokerto)**



By:

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**MINISTRY OF RESEARCH, TECHNOLOGY, AND HIGHER EDUCATION
UNIVERSITAS JENDRAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
2018**

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**In order to fulfill some of the requirements needed to get a Bachelor Degree
From the Faculty of Economics and Business, University of Jenderal
Soedirman**

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