

**Pengaruh Karakteristik Produk, Citra Merek, dan Harga Produk Terhadap  
Keputusan Pembelian Susu UHT di Kota Malang**

*EFFECT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON PURCHASING  
DECISION OF UHT MILK IN MALANG CITY*

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**ABSTRACT:**