

APPROVAL PAGE

**THE INFLUENCE OF BRAND AWARENESS, PERCEIVED QUALITY, AND BRAND
ASSOCIATION ON BRAND PREFERENCE
(The Case Study of Samsung Galaxy S5 in Bandung 2014)**

UNDERGRADUATE THESIS

Proposed as One Term to Acquire a Bachelor Degree on Business Management of
Telecommunication and Informatics Program

Proposed by:

Fella Vanesa Fioretha

1201110360



Advisor:

A handwritten signature in black ink, appearing to read 'Yudi Pramudiana'.

(Dr. Ir. Yudi Pramudiana., MM.MT.)

**SCHOOL OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG**

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