

PREFACE

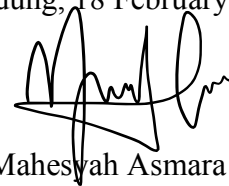
Very Grateful to Allah S.W.T who has given me the opportunity and strength to finish the final project titled "**Analysis of Consumer Preference in Choosing Local Sneakers Brand Using Conjoint**" This Final Project is a mandatory requirement to get a Bachelor of Bachelor International ICT Business, Telkom University.

in completing this thesis, the author thanks all who have helped in this work, without them the author cannot complete this thesis, thank you very much to:

1. My parents and family by giving encouragement and prayer without stopping.
2. Indira Rachmawati, S.T., M.S.M., Ph.D. as my supervisor is working on this thesis, by always providing knowledge, experience, and spirit until completing this thesis.
3. friends of all at International ICT Business who have helped to provide encouragement and motivation to work on this thesis.
4. All people in my college life who I cannot mention here one by one.

the author apologizes if there are still many mistakes, but the author has tried to give his best. criticism and suggestions will be received and hopefully, this thesis can be useful to anyone who reads it.

Bandung, 18 February 2021



Mahesyah Asmara Putra
1401170537