

## ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT for His showers of blessings throughout my research work “THE LINKING OF PRODUCT QUALITY, BRAND IMAGE, PRICE, AND PROMOTION ON PURCHASING DECISION OF UNIQLO PRODUCTS IN BANDUNG” to complete the research successfully as one of the requirements to obtain a Bachelor's Degree in Business Administration S1 Business Administration.

I would like to express my deep and sincere gratitude to Telkom University, especially for Business Administration Study Program of Business and Communication Faculty for the opportunities given so far.

I realized that this thesis would not have been completed without the help of various parties. Therefore, I would like to express my deepest gratitude to all parties involved in the preparation of this thesis.

1. Mr. Puput Hernyadi S.E., M.M. and Mrs. Yeyet Mulyati as a beloved parent who always supports and prays for all my activities so that I can be more enthusiastic in working on this thesis.
2. My research supervisor, Rd. Nurafni Rubiyanti, SMB, MBA. for giving me the opportunity to do research and providing invaluable guidance throughout this research. Her dynamism, vision, sincerity and motivation have deeply inspired me. It was a great privilege and honor to work and study under her guidance
3. Rd. Nurafni Rubiyanti, SMB, MBA. as an academic adviser who during the lecture has been pleased to provide very useful inputs for me.
4. All lecturers of S1 Business Administration Study Program who have provided knowledge, insight, understanding, and experience during my studies at the Faculty of Communication and Business, Telkom University.
5. All administrative staff of S1 Business Administration Study Program for the administrative support during the course of this education.
6. All fellow students of S1 Business Administration Study Program who have worked well together during the study activities.

All parties that I can not mention one by one who have given help and support, may Allah SWT bestow His grace and grace to all of them.

I realized that this thesis is far from perfection, whether in writing techniques,

language structure, or scientific perception. To that end, I am eagerly hoping for constructive suggestions and criticisms for future improvements. I also hopes that this thesis can be useful especially for the author himself and generally for students of Telkom University.

Bandung, August 11 2021

A handwritten signature in black ink, appearing to read 'Tiara', with a stylized flourish at the end.

Tiara Permatasari