

STATEMENT OF ORIGINALITY

I hereby declare that this submission titled “ THE LINKING OF PRODUCT QUALITY, BRAND IMAGE, PRICE, AND PROMOTION ON PURCHASING DECISION OF UNIQLO PRODUCTS IN BANDUNG” is my own work and to the best of my knowledge it contains no materials previously published or written by another person, or substantial proportions of material which have been accepted for the award of any other degree or diploma at Telkom University or any other educational institution, except where due acknowledgement is made in the thesis. Any contribution made to the research by others, with whom I have worked at Telkom University or elsewhere, is explicitly acknowledged in the thesis. I also declare that the intellectual content of this thesis is the product of my own work, except to the extent that assistance from others in the project's design and conception or in style, presentation and linguistic expression is acknowledged.

Bandung, August 11, 2021

Who make the statement,



Tiara Permatasari

ID: 1501164019