

PREFACE

I express my gratitude to God S.W.T who has given me the opportunity and strength to finish the final project the final project titled " **THE INFLUENCE OF VALUE OF THE GOOD, MERITS OF THE DEAL AND VALUE COMPARED TO THE PAYMENT TOWARDS PURCHASE INTENTION** "

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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

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