

PREFACE

Praise and gratitude the author prays to Allah SWT because of His abundance of grace the author was able to complete a thesis proposal with the title THE DETERMINANT FACTORS OF JANJI JIWA COFFEE PURCHASE DECISION (A STUDY ON JANJI JIWA CUSTOMER IN INDONESIA). The purpose of writing this thesis proposal is to fulfill one of the graduation requirements at the undergraduate level of the International Ict Business Program, Faculty of Economics and Business, Telkom University, Bandung. The work involved many parties who were very helpful in getting guidance, criticism and suggestions, full motivation and many other things. Therefore, the author expresses his deepest gratitude to parents, family, academic supervisors so that this thesis can be completed properly.

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