

FOREWORD

I express my gratitude to Allah SWT. who has given me the opportunity and strength to finish the final project the final project titled "**The Influence of Segmenting, Targeting, and Positioning Towards Purchase Decisions**" This Final Project is a mandatory requirement to get 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. Mr. Herry Irawan Ir., M.M., M.T. as a supervisor who always directs and fosters so that the author is able to complete this research.
2. Mr. Soeparwoto Dharmoputra Ir., MBT And Mrs. Ratih Hendayani, ST., MM., Ph.D as a guardian lecturer who has directed the author since the beginning of entering the lecture until the author can complete this thesis.
3. To the writer's parents, Mr. Zamaludin and Mrs. Dede Elia Jamil who always provide prayers, motivation, advice, moral and material support.
4. All parties at Delia Hijab, especially General Manager Mr. Zainal Arifin who always helps in completing this thesis.
5. The parties who have provided assistance and support to the author who cannot be mentioned one by one in completing this thesis.

The writer realizes that this thesis proposal is still far from perfection. With allhumility, the author hopes that all the shortcomings in this thesis proposal can be used as learning material for better research in the future.