

## PREFACE

Praise and gratitude to Allah SWT for His grace and guidance, enabling the author to complete this thesis titled **“THE EFFECT OF PRODUCT QUALITY, PRICE, PROMOTION, AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS FOR PT SANBE FARMA PRODUCTS”** as part of the requirements for an undergraduate degree in the Department of Business Administration, Faculty of Economics and Business, Telkom University, Bandung. May blessings and peace be upon the Prophet Muhammad SAW, who has guided us from darkness to light. During the completion of this thesis, the author received a lot of guidance, direction, and advice that helped directly or indirectly finish this thesis. Therefore, the author would like to thank:

1. I wanna thank me for believing in me, I wanna thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting. I wanna thank me for always being a giver and trying to give more than I receive. I wanna thank me for trying to do more right than wrong. I wanna thank me for being me at all times
2. My beloved parents, Mr. Mochamad Erwin, S.E., and Mrs. Hally, S.H., who always provide support and prayers in all aspects of my life.
3. My beloved family, my brother and sister, Regina Faradilla S.E., M. Rakha Al-Ghassan, Oren, and all KGB 15 family member
4. Prof. Dr. Adiwijaya, S.Si., M.Sc., the Chancellor of Telkom University.
5. Mrs. Ade Irma, Dean the Faculty of Faculty of Communication and Social Sciences Telkom University.
6. Prof. Dr. Ratri Wahyuningtyas, S.T., M.M., as the Dean of the Faculty of Economics and Telkom University Business.
7. Mr. Dr. Akhmad Yunani, S.E., M.T., the Head of the Business Administration.
8. Mr. Mahir Pradana, S.E., M.Sc., the supervisor lecturer and my inspiration.
9. Mr. Agung Budi Aji, SH, HR Manager, Mr. Arief Mardawan, SH, Assistant HR Manager, along with the HR team: Ms. Elizabeth Y. Mauliku, Mr. Diaz Puri Ryandita, and Ms. Dini Sadiani Putri, as well as the General Affair team: Mr. Agus Permana and Mr. Seno Wibowo, and all the staff at PT Sanbe Farma, for their invaluable support and guidance during my internship.
10. All classmates from the Business Administration program, class of 2021.
11. My best friends, Alm. Mr Anin, Levina Naomi, the RG Squad ,the Bidadari Syurga

Squad, Ryan Fadli W, Erlan Maulana, for their support and wonderful memories.

12. My Family and my Teacher Guidance and Counseling Teachers: Mrs Dwi Fitria Ambarina M.Pd., Mr Ihsan Mursalin S.Pd., Mrs Lisda Magdalena A.KS., Miss Meyliza Dwi S.Psi., M. Ari Aprilliansyah P., S.I.Kom., Indra Irawan, S.Pd., Aang Komarudin, S.pd. Muhammad Maulana Malik Ibrohim, S.Pd.
13. My Mentor Mr. Halim Dwi Putra S.T., M.T. and Miss Siti Nurindah, S .Ikom.
14. The staff of the International Class Academic Office (ICAO) and the staff International Office (IO) Telkom University
15. All my friends from the student volunteer community
16. All lecturers of Business Administration International Class, All teacher from Elementary School, Junior High School, until Senior High School
17. All respondents who took the time to participate in my survey, whose insights were vital to the success of this research.

May Allah SWT bless all those mentioned above and reward their support with future success. This thesis is far from perfect in writing and grammar, and the author welcomes any suggestions for improvement. It is hoped that this report will be beneficial to both the author and readers.