FOREWORD

Praise and gratitude the author offers to the presence of Allah SWT, because with His grace and blessings, the author can complete the compilation of the thesis entitled "Analyzing the Influence of Product Quality and Price Sensitivity on Purchasing Decisions: A Study on UNIQLO Products Among Students in Indonesia", as one of the requirements to obtain a Bachelor of Business Administration Degree in the Business Administration Study Program.

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The author realizes that the preparation of this thesis still has many shortcomings both in writing techniques, language placement or scientific perception. Therefore, constructive suggestions and criticisms are highly expected as material for improvement for the author in the future. Hopefully this thesis can be useful for the author in particular can be used and used as reference material for all interested parties especially Telkom University students.

Author