

FOREWORD

First and foremost, in this opportunity, I would like to express my gratitude to Allah Azza Wa Jalla, with His help and blessings, I have managed to complete my mini-thesis with the title “the influence of product quality, brand image, and customer satisfaction on customer purchasing decisions for for uniqlo kaws+warhol fashion collection in bandung city”. The purpose of this mini-thesis writing is as a requirement to complete a bachelor’s degree from the International ICT Business study program of the School of Economics and Business of Telkom University Bandung.

Throughout the mini-thesis development, many parties have been involved and provided guidance, criticism, suggestion, and motivation which helps the author complete his mini-thesis. Therefore, I would like to express my gratitude to:

1. Mrs. Dr. Ratri Wahyuningtyas, S.T., M.M. as the Dean of Faculty of Economics and Business
2. Mrs. Ratih Hendayani, S.T., M.M., Ph.D as the Head of Management study program.
3. Mrs. Maya Irjayanti, S.E., MBA., Ph.D. as the guardian lecturer who always guides me and gives support and motivation, especially on the mini-thesis development.
4. My mother Suhaelistiawati, my grandma Musbariah and my brother Muhammad Rafi for the endless support, love, and motivation.
5. My partner Desty Suciana who always gives me motivation and her love so I can finish my mini-thesis well.
6. My classmates in MB-44-INT-1 class always support each other and provide their knowledge that helps me gain insights.