

PREFACE

Alhamdulillah, praise be to Allah SWT, because of His beneficence and guidance, the author can complete the Final Project entitled “THE EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER SATISFACTION ON IPHONE 5S IN BANDUNG 2015”. This Final Project is in partial fulfillment of the requirements for Bachelor Degree of Accounting Study Program, School of Economics and Business, Telkom University, Bandung.

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I realize that this Final Project composition is not flawless. I humbly wish that the next research can perfect this Final Project.

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