## **PREFACE**

First of all, I want to say a lot of thank to Allah Subhanahu Wa Ta'ala who blessed me in every step I took, help me for every chance and give me strength to finish this mini thesis proposal entitled "The Influence of Brand Image and Product Price in Purchase Decision on Soft Drink (Case Study: Teh Botol Sosro Customer In Bandung) "as a requirement to achieve a Bachelor Degree in Telkom University. And, I want to thank for everyone who help and always give the author support to finish this proposal:

- 1. My beloved parents Mr. Ngatno & Mrs. Purtikawati. My sisters Diyah Septiti W, Widhia Restiawati, Pertiwi Kusuma W.
- 2. Dr. Adhi Prasetio, S.T., M.M.. and Endang Sofyan, Ir., MBT. As my supervisor for my mini thesis proposal, thank you for your guidance, knowledge and patience in helping me until I can finish this proposal.
- 3. Dr. Ratri Wahyuningtyas, S.T., M.M. as my academic supervisor through my study in Telkom University
- 4. Arastasya, Febriana, Rizkia, Magfirah, Livia, Jupri, Dhila and Nicky who always give their support, help the author to finish this proposal, accompany author to hang out, always be there through the ups and downs. Thank you for your kindness.
- 5. Muhammad Hamdani Aminuddin and Veni Rizka A who always give support for the author, thank you for your support.
- 6. My class MB-38-Int1 and International ICT Business' 14 thank you for the friendship, unforgettable memories during university period and thank you for amazing this past 3 years.