

PREFACE

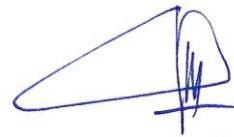
Alhamdulillah. Praise to Allah SWT for his blessings and mercy, the author can complete the undergraduate thesis with the title “The Influence of Product Features, Brand Name, Price, and Social Influence towards Purchase Intention of iPhone in Indonesia” as one of requirements of Bachelor Degree in Major of International ICT Business, faculty of economics and business, Telkom University Bandung.

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The author realizes that, this undergraduate thesis proposal is still far from perfection. With all humility, the author hope that all the shortcomings that exist in this undergraduate thesis proposal can be used as learning materials for better research in the future.

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