## **PREFACE**

Praise and deep gratitude to Allah SWT for the abundance of grace and guidance that has been given to the author that made this thesis with a title "The Effect of Brand Awareness, Perceived Quality, Brand Association and Brand Loyalty on the Purchase Intention of FC Barcelona Original Jersey". This thesis thesis is with purpose to fulfill the requirements of undergraduate degree in Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung. Shalawat and greetings may always be devoted to the Prophet Muhammad SAW who has guided us from the darkness to clear light. During the completion of this thesis, the author received a lot of guidance, direction, and advice that helped directly or indirectly to finish this thesis. Therefore, the author would like to thank to:

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