

PREFACE

In the name of Allah SWT the most merciful and gracious, I would like to say thank you because he has given an opportunity for the author to finish the thesis properly. I also want to convey shalawat and salam to the last messenger of God, Muhammad Prophet.

The thesis entitled “**The Influence of Brand Image and Product Quality on Purchasing Decision at Uniqlo Bandung**”. This thesis is prepared to meet the requirements to complete a Bachelor of Business Administration education at the Faculty of Communication and Business at Telkom University.

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will be gladly accepted. Finally, it is expected that this thesis will be beneficial for the readers especially for Telkom University student.

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