

APPROVAL PAGE

**THE INFLUENCE OF BRAND EQUITY TOWARDS CONSUMER
PURCHASE DECISION OF AQUA PRODUCT**

Proposed as one of the requirements to complete the Bachelor Degree in International
ICT Business

Proposed by:

HANIFAH NUHA SAUSAN TARFI

1401174497



Supervisor

A handwritten signature in blue ink, appearing to read 'Indrawati'.

(INDRAWATI, DRA., M.M., Ph. D.)

**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY**

BANDUNG

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