

PREFACE

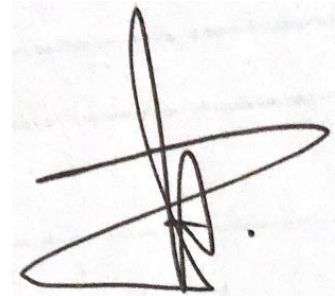
Praise and gratitude the author pray to Allah SWT for all the abundance of His grace, blessing, and guidance, the author was able to complete the thesis entitled "The impact of brand image and perceived price on men's skincare purchase decision: study in Garnier men" on time. The purpose of writing this thesis is to fulfill one of the requirements for graduation at the undergraduate level of the Business Administration Study Program, Faculty of Communication and Business, Telkom University, Bandung.

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Bandung, November 29, 2022

A handwritten signature in black ink, consisting of several overlapping loops and a horizontal line, positioned above the author's name.

Zahra Berlianda Harva

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