KATA PENGANTAR

Alhamdulillah, the author praises and thanksgiving to Allah SWT because of the abundance of His grace and sustenance the writer was able to complete the thesis entitled "Consumer Preference Factors in Buying Eiger Products in Indonesia".

In the preparation of this thesis, the author received a lot of support, attention, guidance, assistance, and prayers from various parties. Therefore, the authors would like to thank and give the highest appreciation to:

- 1. Mrs. Dr. Nurvita Trianasari, S.SI., M.STAT., as Supervisor 1 and Mr. Tarandhika Tantra, S.MB., M.M., as Supervisor 2 who have spent their time and attention in guiding, directing, and providing advice during the preparation of the thesis.
- 2. Mrs. RR. Rieka F Hutami, S.M.B., M.M., as the Guardian Lecturer who has guided a lot at the lecture level.
- Mrs. Dr. Ratri Wahyuningtyas, S.T., M.M. as the Dean of the Faculty of Business Economics at Telkom University.
- 4. Mrs. Ratih Hendayani, S.T., M.M., Ph.D. as Head of the Telecommunication and Informatics Business Management Study Program at Telkom University.
- 5. Papa and mama who always provide a lot of support in the form of moral and material as well as brothers who always provide support to the author in completing the writing of the thesis so that it becomes the spirit until the end.
- 6. Colleagues in college in class, along with other thesis fighters who have shared information, suggestions, books, journals and others that have helped in this research, and
- 7. All parties who have helped that cannot be mentioned one by one.

The author realizes that the preparation of this thesis is still not perfect. Therefore, suggestions and constructive criticism are highly expected as material for improvement in the future. May Allah SWT repay the kindness of all those who have helped in the completion of this thesis.

Bandung, 3rd September 2022



Muhammad Dida Pratama 1401183466