

## PREFACE

Alhamdulillah, all praise and thanks to the author for the presence of Allah SWT because of the abundant grace and guidance of the author to be able to complete the thesis entitled "**The Influence of Brand Equity Towards Consumer Purchase Decision of Starbucks (case study: Gen Z Starbucks Customer in Bandung)**". The purpose of writing this thesis is to become one of the requirements for graduation at the undergraduate level of the International ICT Business study program, Faculty of Economics and Business, Telkom University, Bandung.

In this study, the author received a lot of guidance, criticism, suggestions, and enormous motivation from various parties. Therefore, the authors would like to thank;

1. To Allah SWT, because of His mercy, the writer was able to finish this thesis well and smoothly;
2. To **Mrs. Dr. Ratri Wahyuningtyas, S.T., M.M** as the Dean of the Faculty of Economics and Business at Telkom University;
3. **Dr. Teguh Widodo, S.E., S.T., M.M** as a supervising lecturer who has taken the time and devoted his thoughts to direct, guide, provide support and help the author to complete this thesis well;
4. To my academic supervisor **Mr. Tri DJatmiko, M.M** who always provide guidance since the first day I'm in Telkom University;
5. To My parents, **Wiwid Widia Kusuma Dewi** (Mother), **Suharto** (Father), **dr. Khisti Tsabita Rakhmahayati** (Sister), **Abdul Fatah Satrio Tri Utomo** (Brother) other entire family and especially for the late Grandparent who has supported and provided support for the author in completing this thesis;
6. To The big family of Baso Semar Reso Suwito that I cannot mention one by one;
7. To My closest friend Nabhila Putri, M. Akmal, Daffa Raihan, Allifia Muchnita, Adelina Jess, Intan Jije, Ines Nabila, Dimas KW, Ghifari Zain, Reri Arsyad, Kevindra Harimurti, Alarik Y Santosa, Achmad Ghifari, Ahmad Safii, Irham and other friends who cannot be mentioned one by one who have given motivation, prayers, and suggestions to the writer in compiling this research;
8. Friends of International ICT Business Batch 10 who have helped and supported the author in compiling this research
9. All parties who have helped directly and indirectly