

FOREWORD

Praise God The Almighty from the writer because of the blessings and grace for always accompanying the writer to finish the thesis and the title is THE INFLUENCES OF QUALITY PRODUCTS, PRICE, PROMOTION, AND LOCATION TO PRODUCT PURCHASE DECISION ON UNILEVER INDONESIA IN JAKARTA.

The writings are fulfilled as a partial fulfilment of the academic requirements to obtain the degree of Sarjana Manajemen (S.M) in Pelita Harapan University. Surely in this thesis, there are lots of problems and limitations that the writer faced, but because of lots of help, this thesis can be fulfilled and held well. Therefore, the writer wanted to say thank you to as follows:

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To finalize, the writer hopes that this thesis is beneficial in implementing for the next research.

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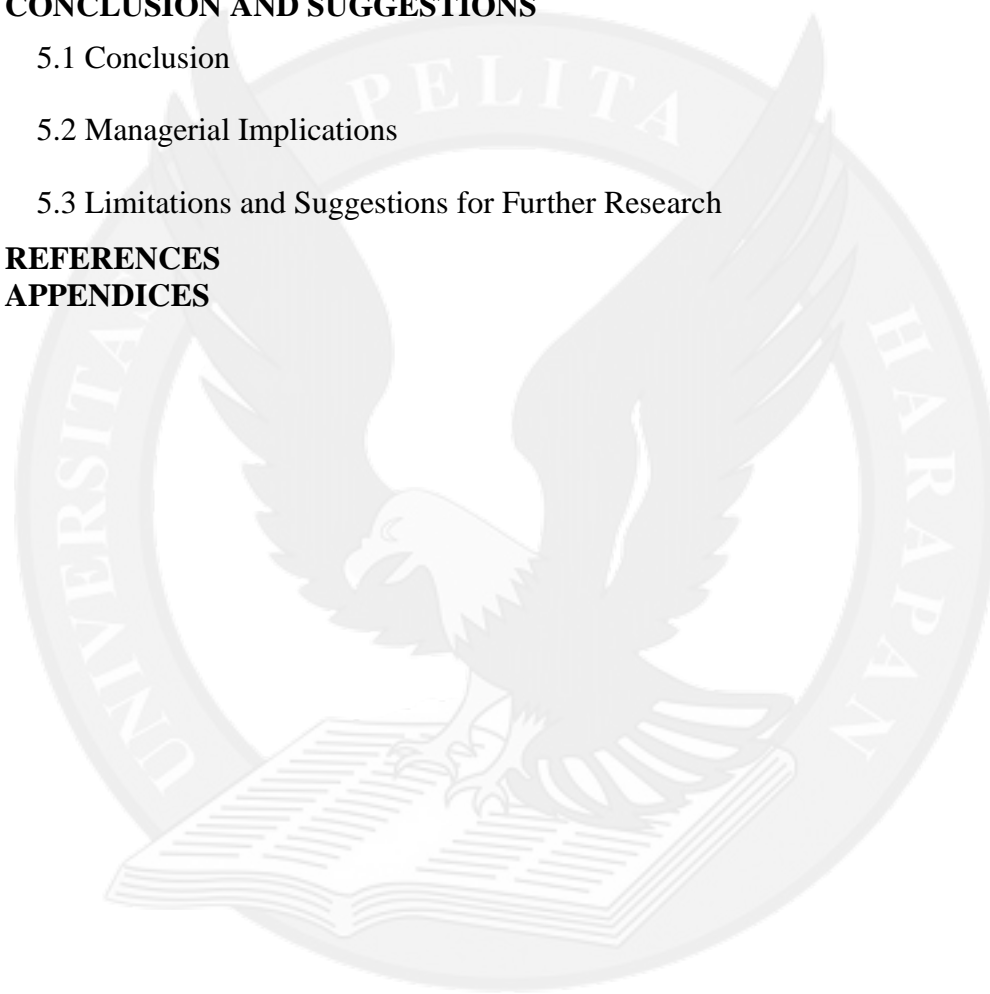
Writer

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GRAPH LIST

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