

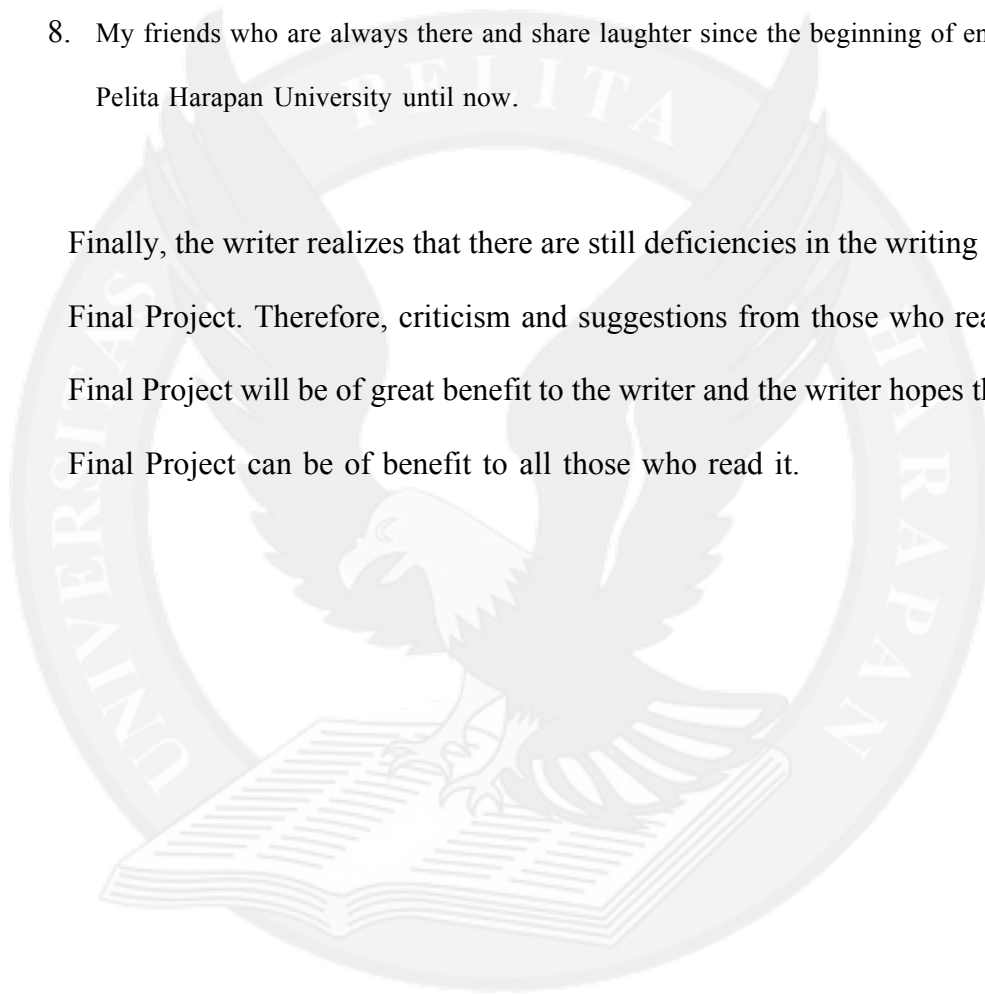
## FOREWORD

Praise be to the Lord Jesus Christ for all His blessings and gifts that are always bestowed upon the author, so that the Final Project which was carried out with the title "INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PRICE PERCEPTION ON THE DECISION OF PURCHASE OF ADIDAS RUNNING SHOES IN JAKARTA" can be completed properly. This final project is intended to fulfill some of the academic requirements to obtain a Bachelor of Economics degree at Pelita Harapan University. The author realizes that this writing cannot be completed without guidance, support and prayers that have been given from various parties. Therefore, the author would like to express his deepest gratitude to all parties who have participated in providing support during the process of completing this Final Project, namely to:

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