PREFACE

All praises to Allah Subhanahu Wata'ala who has given His grace to the author, so writer can finish this research proposal entitled "MODEL ON NEW CUSTOMER PURCHASE DECISION TOWARD OF PRODUCT QUALITY,LOCATION,AND PROMOTION IN ELECTRIC CIGARETTE (New Customer at 54 Vape Store,Tanjung Duren)".

The author realizes as a human being in this research cannot be separated from mistakes and shortcomings due to limited knowledge and experience. The preparation of this research proposal cannot be separated from the guidance, assistance and support from various parties, especially Dr. Adi Nurmahdi, MBA as a Supervisor of this research proposal who has provided advice, time, guidance, passion, knowledge and advice very useful that has been given to the author. Therefore, the author wants to say Alhamdulillah to Allah Subhanahu Wata'ala who has poured all his grace. The last but not least to all parties I would say thank you for helping me to prepare of this research proposal especially to:

- 1. Prof. Dr. Ngadino Surip, Ms as Rector of Universitas Mercu Buana.
- Dr. Harnovinsah, Ak., M.Si., CA., CIPSAS., CMA., CSRS. As a Dean of Economics and Business Faculty of Universitas Mercu Buana.
- Dr. Daru Asih, M.Si a Head of Management Departement Faculty of Economics and Business of Universitas Mercu Buana.

- Dr Dewi Nusraningrum, S. Sos, M. Si as Secretary of International Class Department of Management Universitas Mercu Buana.
- 5. My Parents, Mahmud Satria and Humairoh also my Brother and my Sister Goffari Maulana and Zahwa Ramadhanty who always give me an encouragement, prays, moral and material support that unceasingly to the author.
- My partners, Iqbal Septianto, Ridho Alfath, Iqbal Erdiansyah,Herdian Ramadhan Saputra,Adrian Kariem,Suci Ramadhanty,Amelia Ramadhanty, Nadila Alvionita,etc.

Thank you to all my friends in international class batch 2016 who always have given their spirit from the beginning semester until now, as well as my friends Kafe Nikmat, Insya Allah Barokah, Haus, Kodomo, DPM 2016, DPM 2017 and my senior in Management batch 2013,2014 and 2015 thank you so much for the help, input, criticism, suggestions and togetherness to help each other and provide support in living life at the Universitas of Mercu Buana.

Jakarta, July 9 2019

Muhammad Adhlir Fahlevi