

## STATEMENT OF ORIGINALITY

The undersigned below:

Name : Delita Kusuma Gading  
NIM : 43116010284  
Place and Date of birth : Tasikmalaya, December 25<sup>th</sup>, 1998  
Program Study : Management Program

Hereby declare that the material contained in my thesis entitled:

“Analaysis of Price, Brand Awareness, and Brand Image to the Purchase Intention of Pregnancy Pillow” is purely my own work and its undergraduate guidance and advice of my faculty Supervisor Dr. Dewi Nusraningrum S.S, M.Si. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. And for the quotation then, I will include the credit of the owner and the source in accordance with applicable provisions. I am willing to be sanctioned if the Thesis proven to commit plagiarism.

Thus, I convey this statement letter was made with sincerity.

Jakarta, June 15<sup>th</sup> 2020



Delita Kusuma Gading

43116010284