

**THE INFLUENCE OF PRICE, PRODUCT QUALITY, PRODUCT TASTE,
AND BRAND IMAGE ON THE PURCHASE DECISION
(Case Study of Kopi Kenangan in Jakarta)**

THESIS



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JAKARTA
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AND BRAND IMAGE ON THE PURCHASE DECISION
(Case Study of Kopi Kenangan in Jakarta)**

Thesis Submitted to Fulfill One of the Requirements for Obtaining Bachelor's
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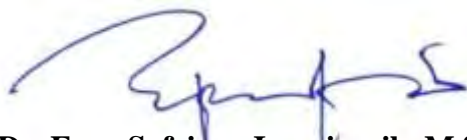


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PREFACE

Praise be to Allah Subhanahu Wa Ta'ala and our Prophet Muhammad Shalallaahu Alaihi Wassalaam who has given His mercy and guidance to the researcher so that the researcher completes the thesis entitled "The Influence of Price, Product Quality, Product Taste, and Brand Image on The Purchase Decision (Case Study of Kopi Kenangan in Jakarta)". This thesis was written to fulfill one of the requirements to get a bachelor's degree, S-1 Study Program, International Class in Management Department, Faculty of Economics and Business, Universitas Mercu Buana Jakarta

As a researcher, I realize that as a human being, the preparation of this research cannot be separated from mistakes and shortcomings due to a lack of knowledge and experience. The process of writing this research cannot be separated from the guidance and support that means a lot from many parties, especially to **Dr. Adi Nurmahdi, MBA** as a supervisor who has provided guidance, advice, and encouragement that is very useful for the researcher. On this occasion, the researcher would like to thank all those who have helped in the process of writing this research successfully, especially to:

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The researcher realizes that this thesis still has shortcomings due to limited knowledge and experience in content, presentation, and grammar. Therefore, the researcher expects all forms of suggestions and criticisms that can help the researcher. Hopefully, this thesis will be useful for researcher myself, future researchers, researched companies, and readers.

Jakarta, August 26th, 2022



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