

PREFACE

In the name of Allah, the Most Beneficent, Most Merciful. Alhamdulillah, praise be to Allah SWT, because His beneficence and guidance, so that the author can complete the Final Project entitled “THE EFFECT OF TELEVISION ADVERTISING TOWARDS CUSTOMER PURCHASE DECISION (CASE STUDY OF SARIMI PRODUCT)”. This final project is in partial fulfillment of the requirement to achieve the Bachelor Degree of International Information and Communication Technology Business Management, School of Economic and Business, Telkom University, Bandung.

During the research process, several parties have given their guidance, criticism, suggestion and motivation. Therefore, i would like to address my gratitude to:

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7. All parties that I could not mentioned one by one, thank you very much for the support and motivation.

I realize that this Final Project composition is not flawless. I humbly wish that the next research can perfect this Final Project.

Bandung, October 1, 2016

Author,

A handwritten signature in black ink, appearing to read 'Dana Christyadi', written in a cursive style.

Dana Christyadi

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