

PREFACE

Praise and thankfulness the authors given to Allah SWT, because of His grace the authors can finish the Thesis entitled **“The Influence of Nutrition Label toward Customer Purchase Decisions on Anlene Low Fat High Calcium Milk”**.

The authors want to express enormous grateful to all who have been given so much help, guidance, and understanding also suggestion or moral support, directly and indirectly during the lecture in Tanjungpura University until finish this Thesis, thanks given especially to:

1. Prof. Dr. Eddy Suratman S.E, M.A, as a Dean of Economic Faculty Universitas Tanjungpura.
2. Mr. Rudi Mardiansyah, SE, MM, as a Head of Management Department in Economic Faculty Universitas Tanjungpura and Lecturer Assistant Examiner who has been provided the feedback, and suggestions.
3. Mrs. Titik Rosnani, SE, M.Si, as a Secretary of Management Department in Faculty of Economics Universitas Tanjungpura.
4. Dr. Barkah, SE, M.Si, as the Main supervisor who has given guidance, and direction to the auhor during the preparation of this thesis.
5. Dr. Helma Malini, SE, MM, as the Assistant Supervisor who has given the attention, guidance, and motivation to the authors in the preparation of this thesis.

6. Mr. Anwar Azazi, SE, DEA, as Lecturer Principal Examiner has provided ideas, feedback, and suggestions.
7. Lecturers of Management International Class Faculty of Economics, Universitas Tanjungpura.
8. Academic staffs in culy of Economics who had helped the administration during the lecture until the preparation of this thesis.
9. Anlene consumers in Pontianak for the willingness and the help in filling out the questionnaire related to this thesis.
10. Both my beloved parents father Dadang Trihusada, mother Sri Mulyani and my brother Gary Varian Dwihusada, who sincerely continue to provide moral support, material, and pray to the completion of this thesis.
11. Friends of international class especially marketing management major. Monica Apriyana Limas, Josiah Jonathan, Melyanti Theresia, Yuvika, Willy, Muhammad Ebuziyya AL, Livia Nathania, Marlisa, Raden Haryo Briantoro, Oky Basri, Aditya Pradewo, and Arianda Putra who continuously provide the encouragement, motivation, ideas, input, and guidance until the completion of this thesis. Thanks a lot guys!
12. All parties who have helped the author until the completion of this thesis.

The author hope all the support, encouragement, motivation and prayers that have been given become the good deed and will earn in his side a reply. Amen.

The author realizes that this thesis is far from perfect, the authors expect criticism and constructive suggestions, and also the authors hope this thesis can be useful for all those who need it. In conclusion the author hope this thesis can be beneficial to all.

Pontianak, August 19th, 2015

Author

RIDIYAT FAJAR NOOR RIFANA

NIM. B12111022