

PREFACE

First and foremost, the authors I would like to thank Allah SWT, for the blessing throughout the entire process of completing this seminar result for Final Project well and on time.

This seminar result involves a research project with the title of **“THE IMPACT OF BRAND’S NAME, PRODUCT QUALITY AND PRODUCT PRICE TO CONSUMER’S PURCHASE INTENTION AT THE COFFEE BEAN & TEA LEAF SUMMARECON MALL SERPONG”** was submitted in partial fulfillment of the requirements for obtaining a Bachelor’s Degree in Applied Tourism (S.Tr.Par.) Hospitality Management Study Program Faculty of Tourism University Pelita Harapan – Tangerang, Banten.

It is realized that without guidance, assistance, and prayers from various parties, this Final Project will not be completed in time. As a result, the author would like to express heartfelt gratitude to all parties who assisted in the completion of this Final Project, namely to:

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