

## CHAPTER III

### SEMINAR CONDUCT

#### A. Preparation

The researchers are well prepared to give a presentation on their research, the following are the items that they are preparing:

**Table 1**  
List of Preparations

No	PREPERATION
1	PowerPoint slides
2	Stable Internet Access
3	Empty Room
4	Laptops

#### B. Conducting Seminar Activities

The results seminar started with the MC gave a welcome speech to Dr. Jonathan L Parapak, M.Eng.Sc. followed by the opening words from Dr. Diena M. Lemy, A. Par., M. M., CHE. and Dr. Amelda Pramezwary, A. Par.,M.M. .This seminar had 4 zoom rooms with 5 sessions, after that the participants were moved to an each zoom room that had been informed by the hospitour's student committee previously.

The results seminar room 2 was led by Jimmy M. H. Situmorang, B.Sc., M.B.A. . Azharayu Meigamaharatu presented the results seminar with the title "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" with a duration of 10 minutes, followed by a question and answer session.

### **C. Closing**

After thanking the viewers followed with closing prayer and photo session as closing led by Jimmy M.H.S, B.Sc., MBA.

