

PREFACE

Praise the Lord Jesus Christ for His kindness, mercy, grace, and blessing throughout the entire process of completing this Final Project well and on time.

The Final 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 fulfilment 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.

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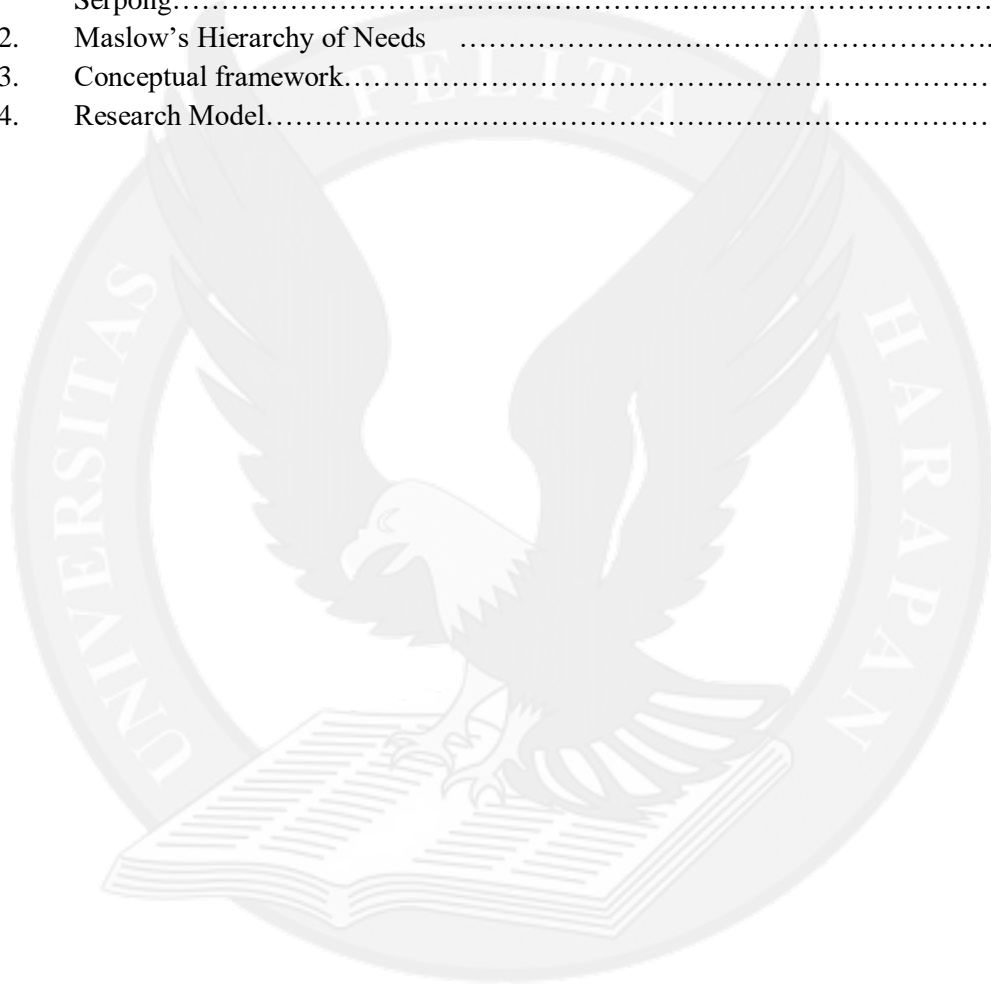
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