PREFACE

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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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