

PREFACE

By the grace and blessing of the Almighty God, the writer has completed the final paper entitled: **“THE INFLUENCE OF INSTAGRAM DIGITAL MARKETING ON CUSTOMER PURCHASE INTENTION AT ALAN’S KITCHEN CATERING (PETISAH BRANCH) IN MEDAN”**.

This final paper is written as a partial fulfillment of the academic requirements to obtain the degree of *Sarjana Manajemen* at Hospitality Management Study Program, Faculty of Economy and Business, Universitas Pelita Harapan Medan Campus.

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The Writer,



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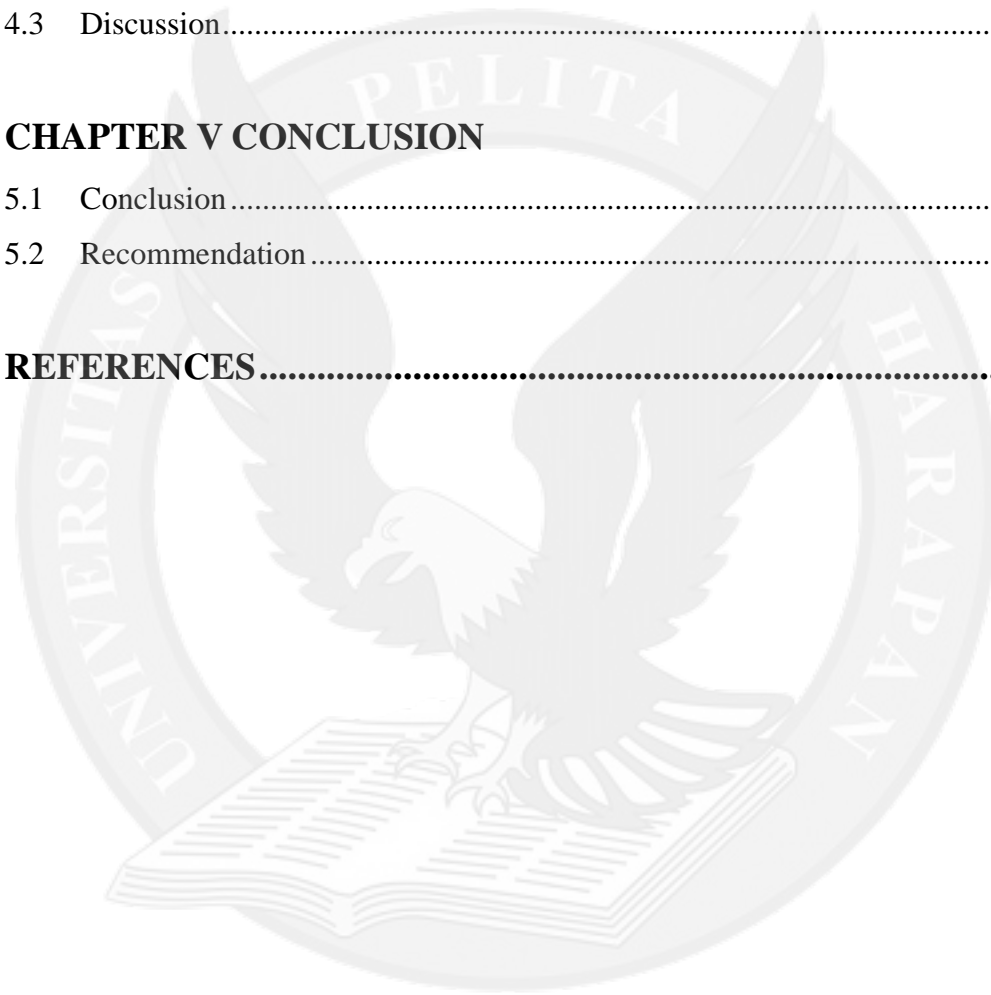
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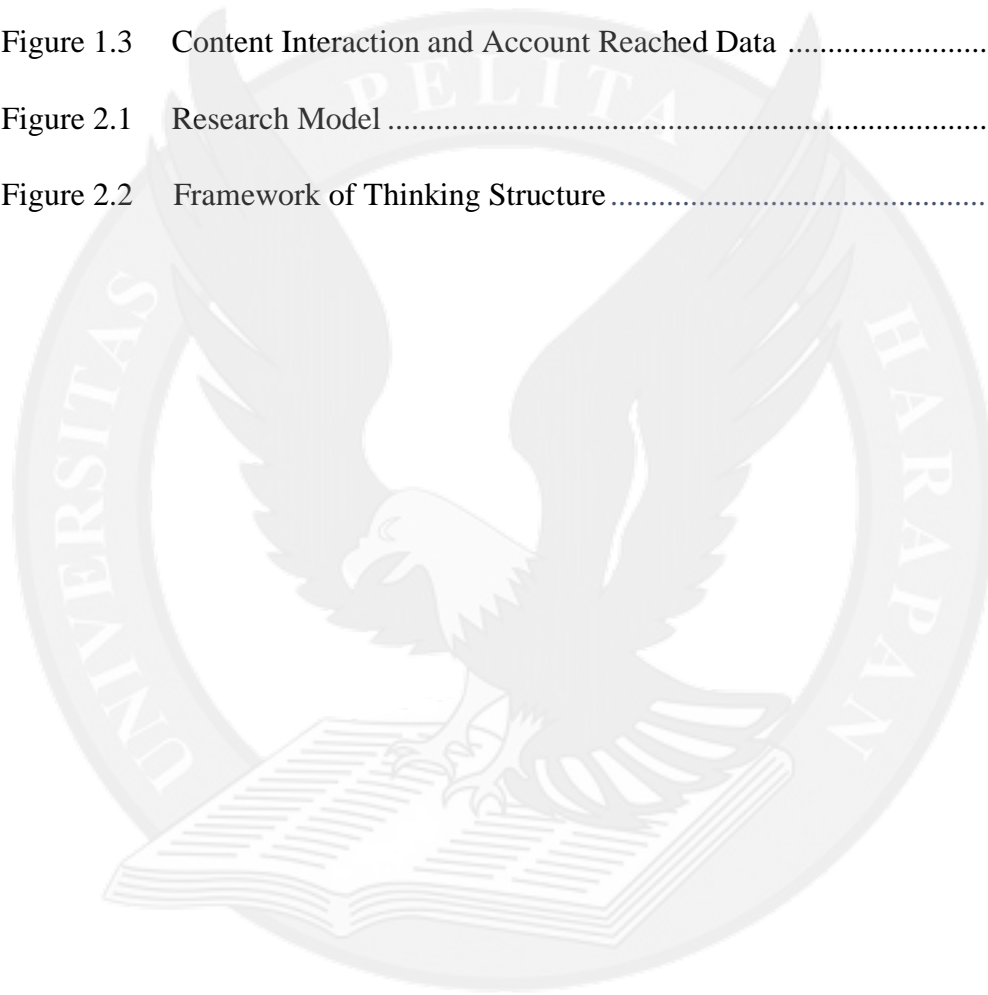
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