

APPROVAL SHEET

**INFLUENCE OF MENU VISUAL APPEAL AND MENU
INFORMATIVENESS ON PURCHASE INTENTION
THROUGH DESIRE FOR FOOD (STUDY ON PIZZA HUT
BANDUNG CONSUMERS)**

UNDERGRADUATED THESIS

Submitted as One of Requirement for
Obtain a Bachelor of Business Administration Degree Business Administration Study
Program

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**BUSINESS ADMINISTRATION INTERNATIONAL PROGRAM
COMMUNICATION AND BUSINESS FACULTY
TELKOM UNIVERSITY
BANDUNG
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