THE INFLUENCE OF PROMOTION MIX TOWARDS REPURCHASE INTENTION OF KOPI KENANGAN IN BEKASI CITY

MINI THESIS

Submitted as one of the requirements to obtain a bachelor's degree in the International ICT Business Study Program

Written By:
Albert Satria Gemilang
1401194400



INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2023