

APPROVAL PAGE

APPROVAL PAGE

**THE INFLUENCE OF BRAND EQUITY TOWARDS CONSUMER PURCHASE
DECISION OF STARBUCKS (CASE STUDY: Gen Z STARBUCKS CUSTOMER IN
BANDUNG)**

Proposed as one of the requirements to complete bachelor's degree in International ICT Business

Compiled by:

MOHAMMAD LUQMAN FAUZAN KAMIL

1401183491



A handwritten signature in black ink, appearing to read 'Teguh Widodo'.

Dr. Teguh Widodo, S.E., S.T., M.M.

**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2023**