

**PENGARUH BAURAN PROMOSI  
TERHADAP KEPUTUSAN KONSUMEN  
MENGINAP DI THE ASCOTT LIMITED  
KOTA BANDUNG**

***THE INFLUENCE OF THE PROMOTION  
MIX ON CONSUMER DECISIONS TO  
STAY AT THE ASCOTT LIMITED,  
BANDUNG CITY***

**PROYEK AKHIR**

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