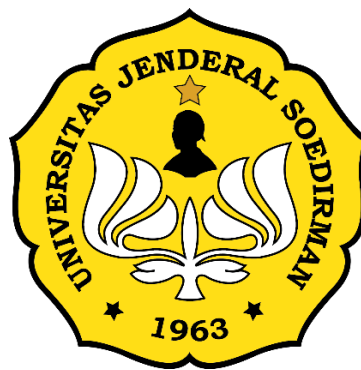


FINAL PROJECT-MBKM

**MODEL FOR INCREASING PURCHASE DECISION
AT NAIL ART STUDIOS IN PURWOKERTO**



Written by:

INTAKE AL'ARRIYAH FAJAR BUDIYANTO

NIM. C1H020012

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY**

FACULTY OF ECONOMICS AND BUSINESS

BACHELOR OF INTERNATIONAL MANAGEMENT

UNIVERSITAS JENDERAL SOEDIRMAN

2024