

**PENGARUH STRATEGI BAURAN PEMASARAN TERHADAP  
MINAT BELI  
(STUDI KASUS BANK BJB CABANG TEGAL)**



Oleh:  
**HANGGI RINGGA LESMANA**  
NPM 1417104042

A handwritten signature in black ink, appearing to read 'Sunardi', with a horizontal line underneath.

**Sunardi Sembiring Brahmama, S.E., M.T., Ph.D**

Pembimbing

A handwritten signature in black ink, appearing to read 'Alfiana', with a horizontal line underneath.

**Dr. Alfiana, Dra., M.M**  
(Ketua Program Magister Manajemen)

A long, horizontal handwritten signature in black ink, appearing to read 'Mohd. Haizam bin Mohd. Saudi', with a horizontal line underneath.

**Prof. Dr. Mohd. Haizam bin Mohd. Saudi**  
(Direktur Sekolah Pasca Sarjana)



**PROGRAM MAGISTER MANAJEMEN  
SEKOLAH PASCASARJANA  
UNIVERSITAS WIDYATAMA  
BANDUNG  
2019**