

**THE INFLUENCE OF NUTRITION LABEL TOWARD CUSTOMER  
PURCHASE DECISIONS ON ANLENE LOW FAT HIGH CALCIUM  
MILK**


Responsible Person for Juridical :

**RIDIYAT FAJAR NOOR RIFANA**  
**NIM : B12111022**

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**TEAM:**

**Supervisor 1,**

  
**Dr. Barkah, SE, M.Si**  
**NIP. 196502201990032004**

**Examiner 1,**

  
**Anwar Azazi, SE, DEA**  
**NIP. 196312201988101001**

**Supervisor 2,**

  
**Dr. Helma Malini, SE, MM**  
**NIP. 198109092006042002**

**Examiner 2,**

  
**Rudi Mardiansyah, SE, MM**  
**NIP. 196909071994031002**

