



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Meningkatkan *Perceived Quality* Pada Produk
CB150X Melalui *Digital Marketing***

Bryan Dharmaputra 13121910027

Jessica Tan 13121910090

PROGRAM STUDI S1 MANAJEMEN

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

**Increasing Perceived Quality of CB150X Through
Digital Marketing**

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Jessica Tan 13121910090

UNDERGRADUATE OF MANAGEMENT PROGRAM

BRANDING CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2023