



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Upaya meningkatkan *In-Store Customer Experience*
melalui Penerapan *Experiential Branding*
di Toko Kopi Tuku**

Dita Damayanti

13121910103

Gregorius Yves Satrio Isworo

13121910084

**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



UNIVERSITAS
PRASETIYA MULYA

Sekolah Bisnis dan Ekonomi

FINAL PROJECT
PROJECT IMPROVEMENT

*Efforts to Improve Toko Kopi Tuku's In-Store
Customer Experience Through Implementation of
Experiential Branding*

Dita Damayanti

13121910103

Gregorius Yves Satrio Isworo

13121910084

UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023