



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Perbaikan Consumer Journey pada B2B Client Sebagai
Usaha Pencapaian Target Paket Meeting Room di Hotel
C'One Cempaka Putih**

Qinthara Marsha

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Improvement of Consumer Journey in B2B Client as an
Effort to Achieve Meeting Room Package Target at C'One
Cempaka Putih Hotel**

Qinthara Marsha

13411910014

**UNDERGRADUATE OF TOURISM PROGRAM
HOSPITALITY BUSINESS CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**