



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

Pengaruh *Perceived Crowding* terhadap *Memorable Experience* dan *Behavioral Intention* dengan Variabel Moderasi *Fandom* dalam Konser BLACKPINK JAKARTA 2023

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



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FINAL PROJECT

(Research)

**The Effect of Perceived Crowding on Memorable
Experience and Behavioral Intention with
Moderating Variable Fandom in BLACKPINK
JAKARTA Concert 2023**

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