



UNIVERSITAS  
**PRASETIYA MULYA**

**TUGAS AKHIR**

**Peran Ekspektasi dan Keterlibatan terhadap Hasil  
Perilaku Pengunjung Konser Musik: Studi Kasus  
Born Pink World Tour Indonesia**

Karen Dey

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Nabila Permata Sari

13421910054

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



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT**

(Research)

**The Role of Expectation and Engagement on Music  
Concert Visitor Behavioral Outcomes: A Case  
Study of Born Pink World Tour Indonesia**

Karen Dey

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**UNDERGRADUATE OF TOURISM PROGRAM**

**EVENT CONCENTRATION**

**UNIVERSITAS PRASETIYA MULYA**

**JAKARTA, 2023**