



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh Lingkungan Festival, Emosi, dan Kepuasan
Terhadap Intensi Mengunjungi Kembali dan
Word-of-Mouth Festival Sounds of Downtown**

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Maylisa Putri Rezeki 13421910029

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Research

**The Influence of Festivalscape, Attendee's Emotion,
and Satisfaction on Revisit Intention and
Word-of-Mouth at Sounds of Downtown Festival**

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