



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

***Analisa Dampak Service Quality terhadap Brand
Image di GOiFEX***

Ariel Tristan

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

PROJECT IMPROVEMENT

**Analysis of The Impact of Service Quality on Brand
Image at GOiFEX**

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