



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh *Event Marketing* Allo Festival terhadap
Emotions, Satisfaction dan *Loyalty*
Nasabah Allobank**

Angelita Canthika

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Cathy

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



**UNIVERSITAS
PRASETIYA MULYA**

**FINAL PROJECT
(RESEARCH)**

**The Influence of Allo Festival Marketing Event on
Allobank Customer Emotions, Satisfaction and
Loyalty**

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