



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Anteseden dan Konsekuensi Keterlibatan Pelanggan
Casual Dining Restaurant dari Perspektif Logika
Dominan Layanan**

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Nathanael Edward 13121910115

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



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

Final Project

Research

**Antecedent and Consequences of Customer
Engagement in Casual Dining Restaurant from the
Perspective of Service Dominant Logic**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**