



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Peran Kapabilitas Dinamis dan Keterlibatan
Konsumen Gen-Z terhadap Hasil - Hasil Pemasaran**

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Evans Andrian Benjamin

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



UNIVERSITAS
PRASETIYA MULYA

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**The Role of Dynamic Capabilities and Gen-Z
Consumer Engagement on Marketing Outcomes**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA**