



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Analisis Peningkatan Persepsi Kualitas dimata
Konsumen Produk League Melalui Pendekatan
*Brand Meaning CBBE***

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



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Project Improvement

**An Analysis of Enhancing Consumer Perceptions
of Quality in League Products Using the CBBE
Brand Meaning Approach**

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