



**UNIVERSITAS  
PRASETIYA MULYA**

TUGAS AKHIR

**Upaya Meningkatkan Persepsi Kualitas melalui  
Penerapan *Integrated Marketing Communication* pada  
Produk Axioo**

Daniel Baskoro Adi 13122010129

Vincent Jonny Handoyo 13122010134

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





**UNIVERSITAS  
PRASETIYA MULYA**

FINAL PROJECT  
Project Improvement

**Enhancing Quality Perception of Axioo Products Through  
Integrated Marketing Communication**

Daniel Baskoro Adi 13122010129  
Vincent Jonny Handoyo 13122010134

**CONCENTRATION IN BRANDING  
STUDY PROGRAM S1 MANAGEMENT  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024**