



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Efek Repetisi Sonic Logo dan Logo Pada Respon
Konsumen di E-Commerce Indonesia**

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
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**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT
Research

**The Effect of Sonic Logo and Logo Repetition on
Consumer's Response in Indonesian E-Commerce**

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