



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pembelian *Organic Food* Pasca-Pandemi: Studi Eksplorasi
Konsumen Setelah Berakhirnya Covid-19**

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



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**Post-Pandemic Organic Food Purchases: An Exploratory
Study of Consumers After the End of Covid-19**

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