



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh *Visitor Experience & Event Image* pada
Satisfaction dan *Revisit Intention*:
National Cyber Security Connect 2023**

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PROGRAM STUDI S1 PARIWISATA

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Research

**The Effect of Visitor Experience & Event Image on
Satisfaction and Revisit Intention:
National Cyber Security Connect 2023**

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UNDERGRADUATE OF TOURISM PROGRAM

EVENT CONCENTRATION

UNIVERSITAS PRASETIYA MULYA

JAKARTA, 2024