



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Pengembangan Riset Customer Persona untuk
Peningkatan Penjualan Tiket Acara Circus Concerto**

Vol. 2

Gabriella Monica

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Katherine Tanjaya

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



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT

Project Improvement

**Developing Customer Persona Research to Increase
Ticket Sales for Circus Concerto Vol. 2**

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**UNDERGRADUATE OF TOURISM PROGRAM
EVENT CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**