



**UNIVERSITAS
PRASETIYA MULYA**

TUGAS AKHIR

**Meningkatkan Interaksi antara Konsumen dengan Tim Kopi
Sunyi melalui Pendekatan Customer Experience**

Aloysius Grandis Pranowo
Kelvin Rivaldo Thelando

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Project Improvement

**Increasing Interaction between Consumers and the Kopi
Sunyi Team through the Customer Experience Approach**

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**