

LAPORAN TUGAS AKHIR



***PENGARUH STRATEGI PROMOSI DAN CUSTOMER PERCEIVED VALUE TERHADAP LOYALITAS
MELALUI KEPUASAN PADA MASA PANDEMIC COVID-19***

(STUDI KASUS PADA KONSUMEN DOMPET DIGITAL OVO)

Disusun oleh :

Penulis	: 1. Anisa Nofianti	(0217101217)
	2. Cindy Novita	(0217101203)
	3. Esti Mujiyani	(0217101197)
	4. Mia Permata Sari	(0217101216)
Dosen Pembimbing	: Nurul Hermina, Dr.,S.E.,M.M	(0415036001)

Solid State Technology

***“THE EFFECT OF PROMOTION STRATEGY AND CUSTOMER PERCEIVED VALUE ON LOYALTY
THROUGH SATISFACTION IN THE PANDEMIC TIME COVID-19”***

(A CASE STUDY ON OVO DIGITAL WALLET CONSUMERS)

PROGRAM STUDI MANAJEMEN S1

FAKULTAS EKONOMI DAN BISNIS

UNIVERSITAS WIDYATAMA

2021