

**THE EFFECT OF SOCIAL MEDIA EXPERIENTIAL MARKETING TOWARDS
CUSTOMER SATISFACTION (A Study in Chingu Korean Fan Cafe Bandung)**

UNDERGRADUATE THESIS

By

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S1 INTERNATIONAL ICT BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

TELKOM UNIVERSITY

BANDUNG

2015

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CUSTOMER SATISFACTION (A Study in Chingu Korean Fan Cafe Bandung)**

**PENGARUH MEDIA SOSIAL EXPERIENTIAL MARKETING TERHADAP
KEPUASAN PELANGGAN (Sebuah Studi di Chingu Korean Fan Cafe Bandung)**

UNDERGRADUATE THESIS

Proposed as One of the Requirement to Complete the Undergraduate Bachelor Degree

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