

## SUMMARY

# ANALISIS PENGARUH BIAYA PROMOSI TERHADAP PENDAPATAN BALAI SIDANG JAKARTA CONVENTION CENTER SERTA TINGKAT KEPUASAN PESERTA PAMERAN (EXHIBITORS) DI BALAI SIDANG JAKARTA CONVENTION CENTER

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**Subject** : ANALISIS PENGARUH BIAYA PROMOSI TERHADAP PENDAPATAN BALAI SIDANG JAKARTA CONVENTION CENTER SERTA TINGKAT KEPUASAN PESERTA PAMERAN (EXHIBITORS) DI BALAI SIDANG JAKARTA CONVENTION CENTER

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**Keyword** : ANALISIS PENGARUH BIAYA PROMOSI

### Description :

Tujuan penelitian adalah untuk mengetahui tingkat penyewaan ruangan di Jakarta Convention Center berdasarkan tipe events, biaya promosi di Jakarta Convention Center, pengaruh biaya promosi terhadap pendapatan Jakarta Convention Center dan tingkat kepuasan peserta pameran (exhibition) di Jakarta Convention Center

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Supervisor