

PREFACE

Praise to Allah for the grace constituent can complete the thesis entitled "The Effect of Social Media Experiential Marketing towards Customer Satisfaction: A Study in Chingu Korean Fan Cafe Bandung" proposed as one of the requirements in obtaining a Bachelor's degree in Management International ICT Business Studies Program University of Telkom.

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The researcher awares that the preparation of this mini-thesis is still far from perfection. Therefore, criticism and suggestions are expected as a material improvement in the foreseeable future. Hopefully, this mini- thesis is useful for all parties. Thank you.

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Researcher