

**THE EFFECT OF DIGITAL MARKETING AND
SERVICE QUALITY ON PERCEIVED VALUE IN
GRAND MALL BEKASI SHOPPING CENTER**

UNDERGRADUATE THESIS

Proposed as one of the requirements for
Obtaining a Bachelor Business Administration Degree
Business Administration Study Program

Compiled by:

Athaya Salsabila Reshanggono

1501170421



**INTERNATIONAL BUSINESS ADMINISTRATION
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2021**