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**HOW DOES TAGGING STRATEGY PLAY A ROLE IN CUSTOMER ENGAGEMENT IN RESTAURANT GOERS? A Case Study of Sate Ratu Restaurant**

Yunisa Anindita Putri Pramitasari, Prof. Amin Wibowo, S.E., M.B.A., Ph.D

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Submitted by:

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UNIVERSITAS GADJAH MADA YOGYAKARTA**

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Master of Business Administration

Faculty of Economics and Business

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**AUTHORIZATION**

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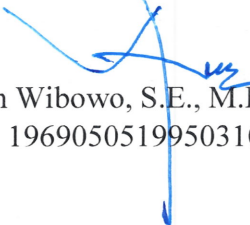
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has been defended before the Board of  
Examiners on June 27, 2025  
and has been declared to fulfil all requirements

**Yogyakarta, June 27, 2025**

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I, the undersigned, state that this written thesis entitled:

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#### **A case study of Sate Ratu Restaurant**

And presented for examination on June 27, 2025 is my own work.

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Yunisa Anindita Putri Pramitasari

Witnessed

Prof. Amin Wibowo, S.E., M.B.A., Ph.D



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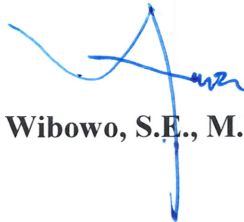
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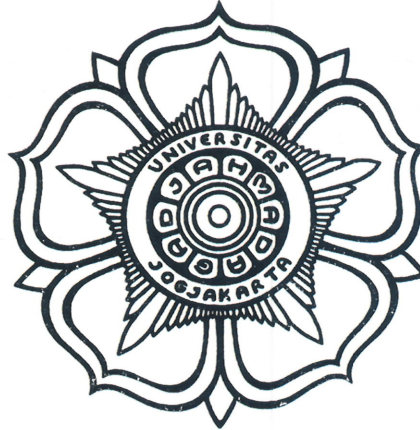
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# **BAGAIMANA STRATEGI *TAGGING* BERPERAN DALAM *CUSTOMER ENGAGEMENT* PADA PENGUNJUNG RESTORAN?**

**Sebuah Studi Kasus: Restoran Sate Ratu**



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## RINGKASAN

### **BAGAIMANA STRATEGI *TAGGING* BERPERAN DALAM *CUSTOMER ENGAGEMENT* PADA PENGUNJUNG RESTORAN?**

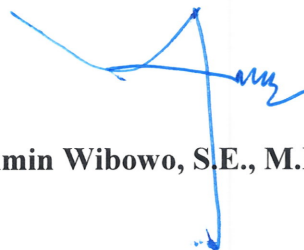
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