

**FINAL PAPER**

**ANALYSIS ON THE EFFECT OF 4A MARKETING MIX ON  
UNIVERSITY SELECTION OF UNIVERSITAS PELITA HARAPAN  
SURABAYA IN THE FORM OF VIDEO MARKETING**

Submitted as a final requirement to obtain the degree of  
*Sarjana Ekonomi Strata Satu*

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**PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI  
UNIVERSITAS PELITA HARAPAN SURABAYA 2018**



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**ANALYSIS ON THE EFFECT OF 4A MARKETING MIX ON  
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Has been examined and approved for submission and defended in a comprehensive presentation in order to obtain the degree of *Sarjana Ekonomi Strata Satu* in *Fakultas Ekonomi, Universitas Pelita Harapan Surabaya*.

Surabaya, 16<sup>th</sup> August 2017

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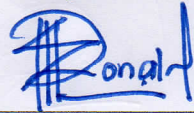

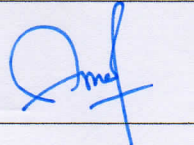
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**AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER**

On Thursday, 2<sup>nd</sup> August 2018 has been held a comprehensive presentation in order to fulfill academic requirement to obtain *Sarjana Ekonomi Strata Satu* in *Fakultas Ekonomi, Universitas Pelita Harapan Surabaya* on the behalf of:

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## PREFACE

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Although the thesis is still far from being perfect, the author does believe that this thesis will be useful for further usage. As the thesis is completed, with the effort and love from all the people involved in the preparation stage as mentioned before, and to them, the author dedicates this final paper.

Surabaya, 2 August 2018

Winsen Koeswanto



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