

**EFFECT OF SOCIAL MEDIA MARKETING TOWARDS REPURCHASE
INTENTION OF VIVO SMARTPHONE INDONESIA WITH CONSUMER
ENGAGEMENT AS INTERVENING VARIABLE**

MINI THESIS

Proposed as one of the requirements to obtain a Bachelor degree (S1) from the
International ICT Business study program

Compiled By

TRINATA HADI PURNOMO

1401184537



**Universitas
Telkom**

**S1 INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY BANDUNG**

2022