

PREFACE

Alhamdulillah, Praise is to God Almighty for the blessing of his grace, and that I was allowed to be able to compile a Mini-Thesis entitled “**Effect of Social Media Marketing Towards Repurchase Intention of Vivo Smartphone in Indonesia with Consumer Engagement as Intervening Variable**” promptly. The purpose of writing this Mini-thesis is to fulfill one of the requirements for graduation from the S-1 of the ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this study, the author received a lot of guidance, criticism, suggestions, and enormous motivation from various parties. Therefore, on this occasion the author sincerely thanks to:

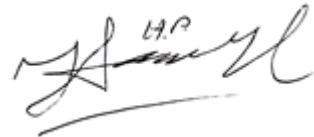
1. Mrs. Heppy Millanyani, S.Sos., M.M., Ph.D. as the supervisor who has contributed greatly to spending her time, thoughts, and attention to provide guidance, direction, and suggestions for authors in completing this research.
2. Dr. MAYA ARIYANTI, S.E., M.M. and KRISHNA KUSUMAHADI, B.Sc., M.M. as an examiners
3. Mrs. RR Rieka F.Hutami, SMB., M.M. as the author's guardian lecturer who guided the author in his studies at Telkom University
4. All lecturers of the ICT Business Study Program who have provided knowledge, insight, and understanding as well as experience during the author's study at the Faculty of Economics and Business, Telkom University.
5. All Administrative Staff of the Faculty of Economic and Business for the fluency of information and support in carrying out administrative activities during this educational program.
6. My family, especially my parents, Wahadi, and Marsiyem, and my siblings, Sukarman Hadi Prasetyo, Muhtar Hadi Prayoga and Whayu Adjie Hadi Prionugroho, who always provided me with prayer, encouragement, and

support during the lecture period until the stage of completion of the mini thesis.

7. All MB-42-INT friend who have provide support and have been together during this lecture.
8. All those who cannot be mentioned by the author one by one who has given help and support, may God Almighty bestow His mercy and grace on them all.

Hopefully, Allah SWT will respond to all types of support offered to the author in the best possible way. The author recognizes that there are still numerous flaws in this mini thesis study, and it is far from ideal. Finally, I hope that this mini thesis will be beneficial to the author, as well as all parties involved, and valuable for future study.

Bandung, 28 June 2021

A handwritten signature in black ink, appearing to read 'Trinata Hadi Purnomo', with a horizontal line underneath. The initials 'HP' are visible above the signature.

Trinata Hadi Purnomo.