

**THE INFLUENCE OF BRAND EQUITY AND TIKTOK SOCIAL MEDIA
INFLUENCER TOWARD REPURCHASE INTENTIONS ON PINEUS TILU
RIVERSIDE CAMPGROUND**

MINI THESIS

Proposed as One of the Requirements for Obtaining the Degree of Bachelor in
International ICT Business

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**INTERNATIONAL ICT BUSINESS STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
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