

PREFACE

In the name of Allah, the most beneficent and the most merciful who gave myself his blessings, strength and knowledge to complete this research with the titled **“The Influence of Brand Equity and TikTok Social Media Influencer Toward Repurchase Intentions on Pineus Tilu Riverside Campground”** as one of my requirement to finish my study as a Bachelor Degree, majoring International ICT Business, Faculty of Economics and Business, Telkom University, Bandung.

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The author realizes that this mini thesis is still far from perfect in terms of writing technique, language structure, or scientific perception. For this reason, the authors really hope for constructive criticism and suggestions for future improvements. The author also hopes that this mini thesis can be useful, especially for the author, and generally for Telkom University students.