The Effect Of Social Media Marketing And Consumer Engagement As Mediating Variable Towards Consumer Purchase Intentions At Kopi Praja Bintaro

(Case Study Of Social Media Instagram @kopipraja)

MINI THESIS

Proposed as One of the Requirements for Obtained a Bachelor's Degree in economics International ICT Business Study Program

> Arranged by: Mohammad Salman Rasyid 1401183490



INTERNATIONAL BUSINESS ICT STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

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