

**PENGARUH *CUSTOMER PARTICIPATION* TERHADAP *REPURCHASE INTENTION* DENGAN *ONLINE BRAND COMMUNITY TRUST* DAN *POSITIVE EWOM* SEBAGAI VARIABEL *INTERVENING*  
DI BEAUTYHAUL**

**TESIS**

Diajukan sebagai salah satu syarat untuk memperoleh gelar Magister  
dari Program Studi PJJ S2 MANAJEMEN

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**PJJ S2 MANAJEMEN  
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BANDUNG  
2024**

**THE INFLUENCE OF CUSTOMER PARTICIPATION TOWARDS  
REPURCHASE INTENTION WITH ONLINE BRAND COMMUNITY  
TRUST AND POSITIVE EWOM AS INTERVENING VARIABLES  
IN BEAUTYHAUL**

**THESIS**

Submitted as one of the requirements to obtain a Master's degree from the Master  
of Management Study Program

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**MASTER OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
TELKOM UNIVERSITY  
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