

APPROVAL PAGE

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON
CUSTOMER LOYALTY IN LOCAL MSMEs PRODUCTS AT SHOPEE
APPLICATION**

Proposed as one of the requirements to complete Bachelor Degree in International
ICT Business

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Supervisor

A handwritten signature in blue ink, appearing to be 'Dra. Indrawati', is written over a white background.

Dra. Indrawati, M.M., Ph.D.

**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
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