

APPROVAL PAGE

**THE EFFECT OF SOCIAL MEDIA MARKETING TOWARDS CONSUMER
PURCHASE INTENTION WITH CONSUMER ENGAGEMENT AS
MEDIATING VARIABLE (STUDY CASE ON THE PAPANDAYAN HOTEL
CONSUMERS)**

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 read 'Heppy Millanyani' with a small '2' above the end of the signature.

Heppy Millanyani, S.Sos., M.M., Ph.D.

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