

PREFACE

Alhamdulillah, Praise is to God Almighty for the blessing of his grace, and that I was allowed to be able to compile a Mini-Thesis entitled “**Effect of Social Media Marketing Towards Repurchase Intention of Vivo Smartphone in Indonesia with Consumer Engagement as Intervening Variable**” promptly. The purpose of writing this Mini-thesis is to fulfill one of the requirements for graduation from the S-1 of the ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this study, the author received a lot of guidance, criticism, suggestions, and enormous motivation from various parties. Therefore, on this occasion the author sincerely thanks to:

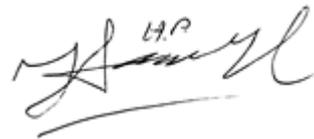
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8. All those who cannot be mentioned by the author one by one who has given help and support, may God Almighty bestow His mercy and grace on them all.

Hopefully, Allah SWT will respond to all types of support offered to the author in the best possible way. The author recognizes that there are still numerous flaws in this mini thesis study, and it is far from ideal. Finally, I hope that this mini thesis will be beneficial to the author, as well as all parties involved, and valuable for future study.

Bandung, 28 June 2021

A handwritten signature in black ink, appearing to read 'Trinata Hadi Purnomo', with a horizontal line underneath. The initials 'HP' are visible above the signature.

Trinata Hadi Purnomo.