

# **THESIS**

## **THE EFFECT OF BRAND PASSION THROUGH SOCIAL MEDIA ON SAMSUNG BRAND PURCHASE INTENTION IN JABODETABEK**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of Sarjana Manajemen

**By :**

**NAME : KIM TAE LEEM**

**ID NUMBER : 01013170034**



**STUDY PROGRAM OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
JAKARTA  
2022**