

SKRIPSI

**THE EFFECT OF SOCIAL MEDIA MARKETING
ACTIVITIES ON CUSTOMER PURCHASE INTENTION,
WITH THE MEDIATION OF BRAND EQUITY AND
CONSUMER BRAND ENGAGEMENT (CASE STUDY ON
CUSTOMERS OF PT SOCIAL BELLA INDONESIA IN
MEDAN)**

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

By:

NAME : CARISSA JEVENTIA

ID NUMBER : 03011190053



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