

THESIS

UNDERSTANDING SUSTAINABLE CUSTOMER RETENTION THROUGH THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND IMAGE, BRAND AWARENESS, AND CUSTOMER REPURCHASE INTENTION: CASE STUDY OF NIKE

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

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**STUDY PROGRAM OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
JAKARTA
2023**