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The LORD is my shepherd, I shall not be in want. I confess that God was with me and made me come this far without lack. All glory to the Lord.

This thesis with the title of **"THE INFLUENCE OF SOCIAL MEDIA MARKETING TO BRAND AWARENESS, BRAND IMAGE, BRAND LOYALTY, AND BRAND QUALITY IN THE USAGE OF INSTAGRAM OF ADIDAS"** is written in order to fulfill one of the academic requirements to achieve a Sarjana Ekonomi degree in Management from Universitas Pelita Harapan, Karawaci.

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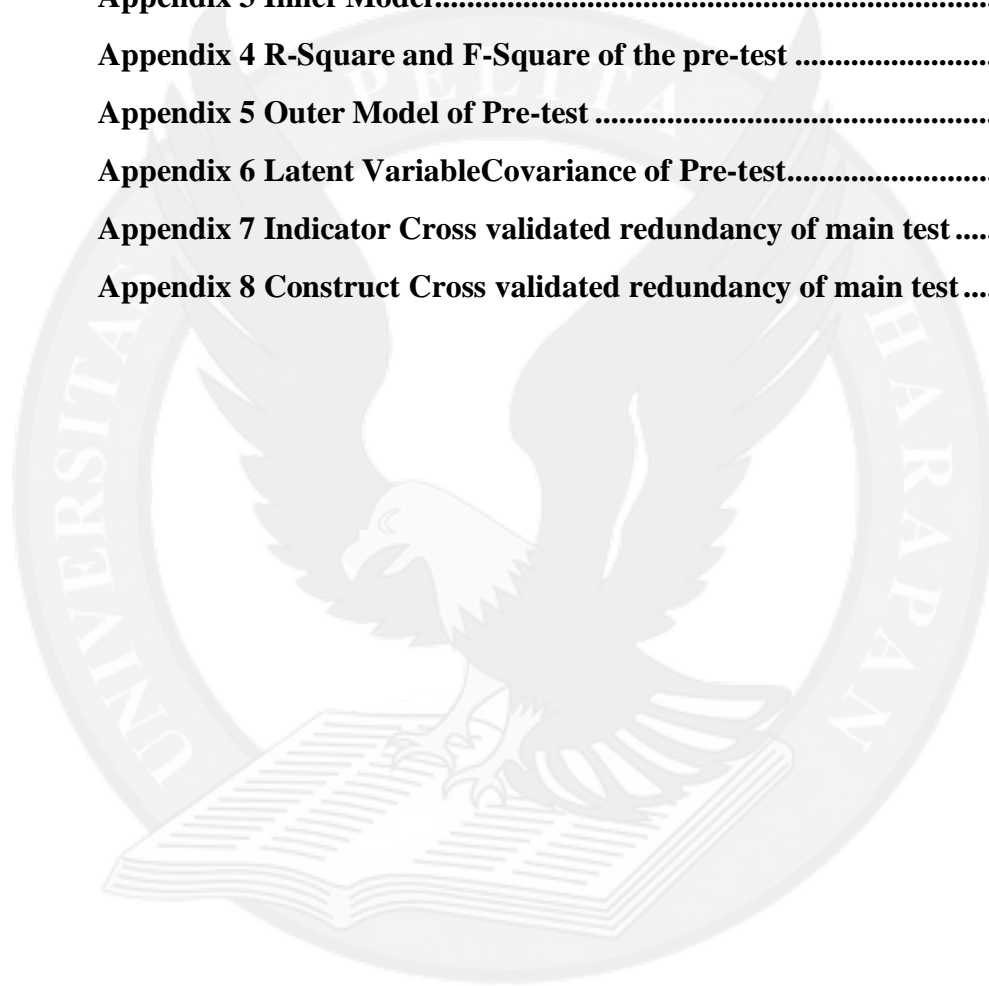
Karawaci, 05 May 2022

Author

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