

SKRIPSI

**ANALYZING PERSONALIZATION EFFECT AS A
PURCHASE INTENTION CATALYST THROUGH
EXPLORING THE MEDIATING ROLES OF CONSUMER
BRAND IDENTIFICATION AND CONSUMER BRAND
ENGAGEMENT. A CASE ON SHOPEE INDONESIA.**

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

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**MANAGEMENT STUDY PROGRAM
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