

THESIS

**ANTECEDENTS OF SOCIAL MEDIA MARKETING, BRAND
AWARENESS AND BRAND IMAGE AS DRIVER OF
REPURCHASE INTENTION IN BRAND FILA**

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
2024**