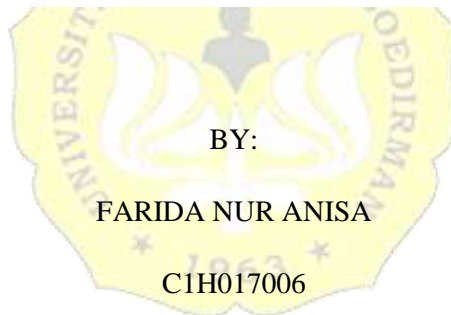


**THESIS**

**THE MEDIATING ROLE OF CONSUMER ENGAGEMENT ON THE EFFECT OF TRUST,  
COMMITMENT, AND BRAND PERSONALITY TOWARD BRAND LOYALTY (STUDY ON  
INDONESIAN CONSUMER IN INSTAGRAM STORE)**



BY:

FARIDA NUR ANISA

C1H017006

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY**

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In order to fulfill some of the requirements needed to get a Bachelor degree from the Faculty of  
Economics and Business, Universitas Jenderal Soedirman

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