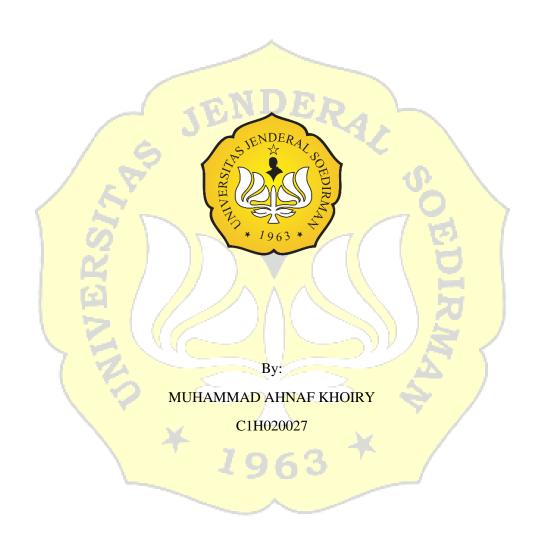
THESIS

ANALYSIS OF FACTORS AFFECTING CUSTOMER ENGAGEMENT & CUSTOMER LOYALTY

(Study on Social Media Marketing Agency)



MINISTRY OF HIGHER EDUCATION, SCIENCE AND TECHNOLOGY UNIVERSITAS JENDERAL SOEDIRMAN FACULTY OF ECONOMIC AND BUSINESS DEPARTMENT OF INTERNATIONAL MANAGEMENT

2025

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ANALYSIS OF FACTORS AFFECTING CUSTOMER ENGAGEMENT & CUSTOMER LOYALTY

(Study on Social Media Marketing Agency)

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

By:
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MINISTRY OF HIGHER EDUCATION, SCIENCE AND TECHNOLOGY UNIVERSITAS JENDERAL SOEDIRMAN FACULTY OF ECONOMIC AND BUSINESS DEPARTMENT OF INTERNATIONAL MANAGEMENT

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