

THESIS

**THE INFLUENCE OF EVENT MARKETING AND SOCIAL MEDIA
MARKETING ON PURCHASE DECISION MEDIATED BY
CUSTOMER ENGAGEMENT
(CASE ON SUKA CITA TEH DESA VOL.1 EVENT)**



By :

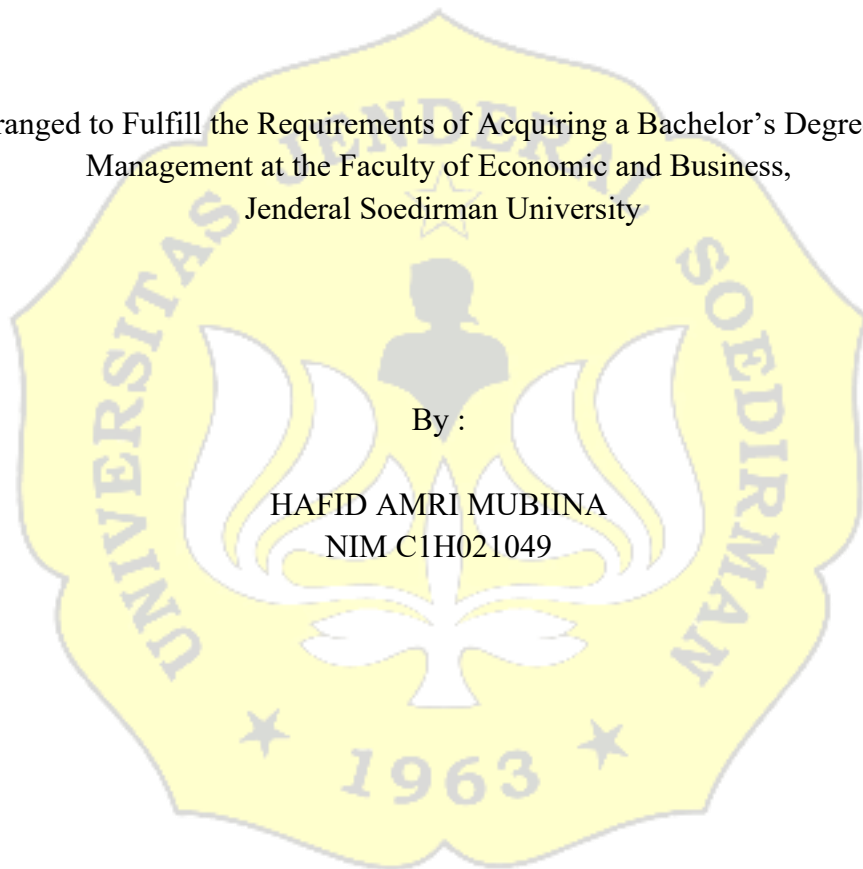
HAFID AMRI MUBIINA
NIM C1H021049

**MINISTRY OF HIGHER EDUCATION, SCIENCE AND
TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
2025**

THESIS

**THE INFLUENCE OF EVENT MARKETING AND SOCIAL MEDIA
MARKETING ON PURCHASE DECISION MEDIATED BY
CUSTOMER ENGAGEMENT
(CASE ON SUKA CITA TEH DESA VOL.1 EVENT)**

Arranged to Fulfill the Requirements of Acquiring a Bachelor's Degree in,
Management at the Faculty of Economic and Business,
Jenderal Soedirman University



By :

HAFID AMRI MUBIINA
NIM C1H021049

**MINISTRY OF HIGHER EDUCATION, SCIENCE AND
TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
2025**