

**THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER
BASED BRAND EQUITY (CBBE) USING BRAND EXPERIENCE AS MEDIATION
VARIABLE**

(A Study at Tokopedia)

**DAMPAK KEGIATAN SOCIAL MEDIA MARKETING TERHADAP CUSTOMER BASED
BRAND EQUITY (CBBE) MENGGUNAKAN BRAND EXPERIENCE SEBAGAI
VARIABLE MEDIASI**

(Studi pada Tokopedia)

UNDERGRADUATE THESIS



By :

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20190410046

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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**Submitted to Fulfill the Requirements to Obtain a Bachelor's Degree at the Faculty of
Economics and Business Management Study Program**

Universitas Muhammadiyah Yogyakarta

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2023

DECLARATION

I herewith :

Name : Najwa Azka Alfaeni

NIM : 20190410046

Declare that the thesis I wrote for one of the requirements for earning this bachelor's degree, "THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER BASED BRAND EQUITY (CBBE) USING BRAND EXPERIENCE AS MEDIATION VARIABLE" is entirely original. After conducting research, receiving advice, participating in discussions, and presenting my exam results, I created my thesis. All quotations, direct and indirect, from books, articles, or other sources have been accompanied by the source's name in the manner customary in scientific writing. The complete content of this scientific article is still my responsibility, even though the examiner team and the thesis supervisor have signed to validate it. I'm prepared to suffer the repercussions if a mistake is discovered later.

Yogyakarta, 16 October 2023



Najwa Azka Alfaeni

DEDICATION

All glory and honor belongs to Allah Subhanahu wa ta'ala, who has bestowed His gifts and health. The Last Days Prophet, Prophet Muhammad SAW, has guided us all with his islamic teaching and unending gift, enable researchers to finish this thesis on “THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER BASED BRAND EQUITY (CBBE) USING BRAND EXPERIENCE AS MEDIATION VARIABLE”. In order to complete the prerequisites for bachelor's degree, the author would like to take this opportunity to show his humility and thanks for all the assistance, direction, and support provided to :

1. My parents and my family, who constantly motivate me to complete my thesis on time. I appreciate their enthusiasm and support in helping me finish to the best of my ability.
2. My supervisor, Radyan Dananjoyo, SE., MM., M.Sc, Ph.D., constantly takes the time to give instructions and direction while I worked this thesis. May Allah SWT always keep his safe and healthy.
3. I'd like to praise myself for never losing hope and for working hard to accomplish this thesis so that I may advance to the next phase of my life.

PREFACE

All praise be to Allah SWT, who has bestowed His grace and guidance throughout the writing of the thesis, “ THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER BASED BRAND EQUITY (CBBE) USING BRAND EXPERIENCE AS MEDIATION VARIABLE”, which is one of the requirements for earning a Bachelor of Economics degree. This thesis completion would not have been possible without the assistance of numerous people. The author would like to offer his sincere gratitude to the following for that:

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The author is aware that there are still problems with this thesis. Therefore, the author greatly anticipates constructive comments and ideas. Hopefully this thesis is useful for many parties.

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