INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Get a Bachelor's

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DECLARATION

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At this moment, I declare that the thesis entitled "The Influence of Social Media Marketing on Brand Loyalty" does not contain any work required for a bachelor's degree. As far as I know, work or selection has yet to be written or published by anyone else except as mentioned in the text and listed in the bibliography. I agree to accept any academic consequences associated with intellectual property violations.

Yogyakarta, 29 December 2023

Lisa Handayani

MOTTO

يُوقِنُونَ لَا الَّذِينَ يَسْتَخِفَّنَّكَ وَلَا ۖ حَقٌّ اللَّهِ وَعْدَ إِنَّ فَاصْبِرْ

“And be patient, for the promise of Allah is true, and let not those who disbelieve disturb you. (Qs. Ar-Rumm:60)

"My heart is reassured by the knowledge that what passes by me will never be my destiny and that what is destined for me will not pass by me."

(Umar bin Khattab)

"It is not hardship that scares us, but often it is fear that makes it hard, so do not give up easily."

(Joko Widodo)

"There is always a price in a process. Enjoy that tired moment. Spread that patience. Everything you invested to make yourself the one you dreamed of may sometimes need improvement. However, those waves that you can tell later."

(Boy Chandra)

DEDICATION

Praise Allah SWT for all the blessings, grace, and health so that the author can complete the thesis titled "**Influence of Social Media Marketing on Brand Loyalty**." In preparing this script, the author has gained much guidance, knowledge, and support from many parties who helped complete it. With a sincere heart, the author expresses his thanks to:

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PREFACE

Praise Allah SWT for giving me convenience, grace, and mercy in writing my thesis entitled "THE INFLUENCE SOCIAL MEDIA MARKETING ON BRAND LOYALTY (Case Study on Customer Luxcrime)." This undergraduate thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in using influencing tactics in organizational decision-making and providing development ideas for further research. The completion of this thesis is inseparable from the guidance and support of various parties; therefore, on this occasion, the authors would like to express our deepest gratitude to the following:

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