

**PENGARUH MEDIA PROMOSI TIKTOK TERHADAP MINAT BELI
ULANG DENGAN CUSTOMER ENGAGEMENT SEBAGAI VARIABEL
MEDIASI**

(Studi pada Masagi Koffee di Kota Bandung)

SKRIPSI

Untuk memenuhi salah satu syarat Sidang Skripsi

Guna memperoleh gelar Sarjana Manajemen

Bandung, Juli 2025

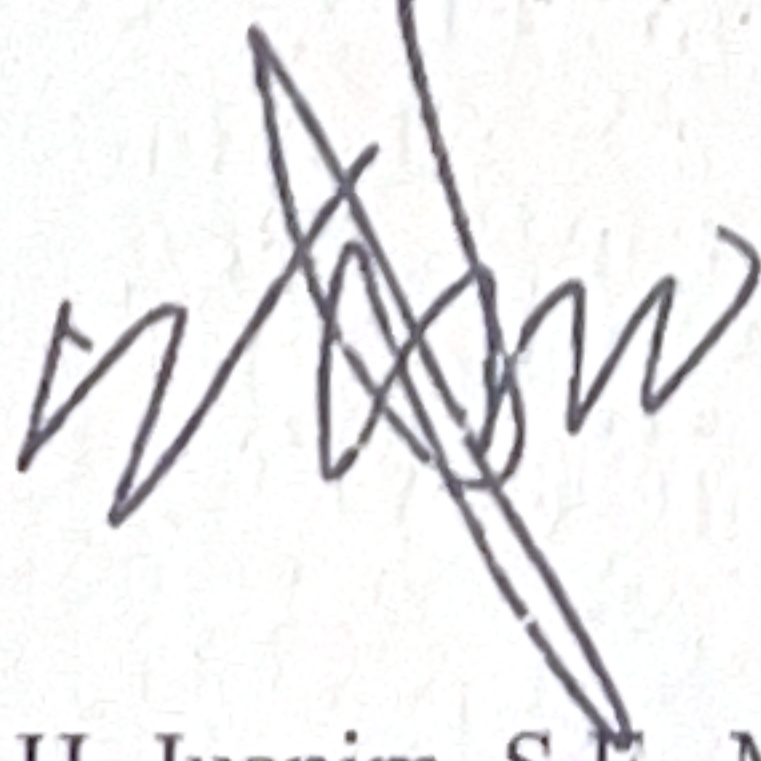
Menyetujui,

Pembimbing,

A handwritten signature in black ink, appearing to read 'un amn', enclosed within a large, stylized, looped signature frame.

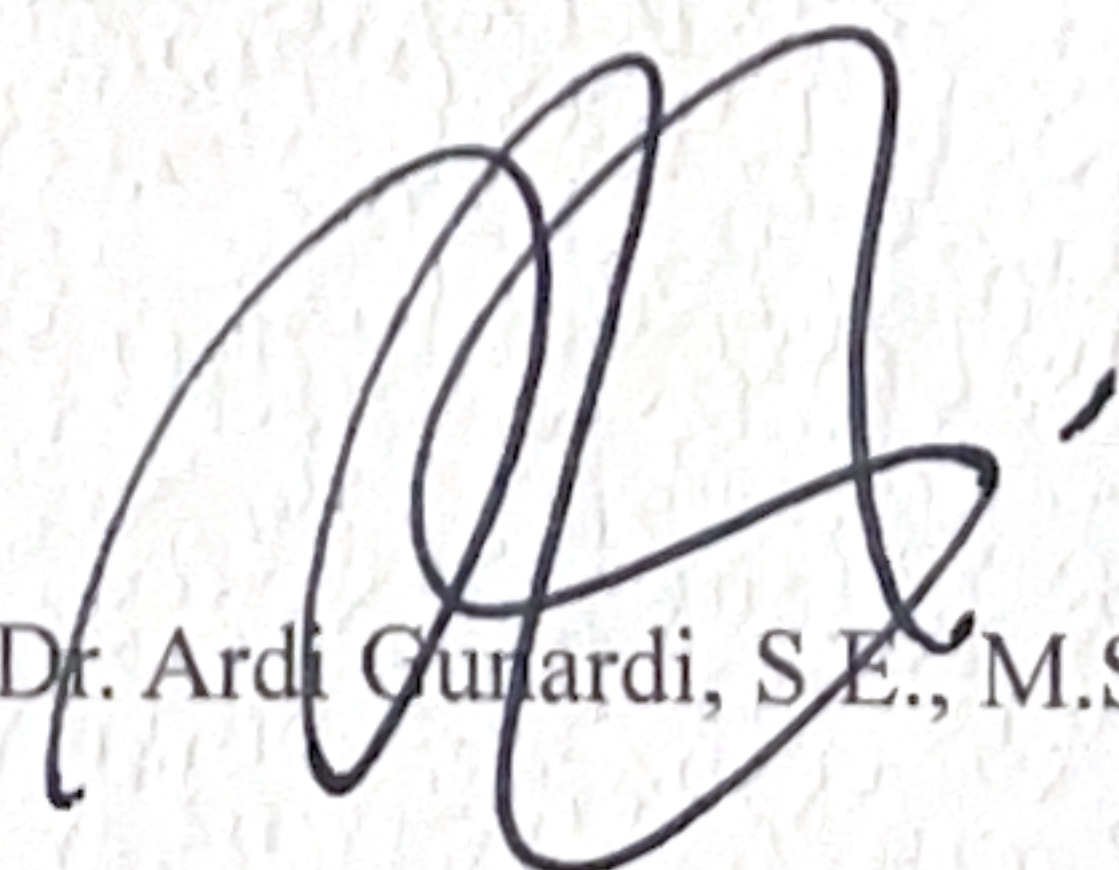
Dr. H. Undang Juju, S.E., M.Si

Dekan,

A handwritten signature in black ink, consisting of several sharp, overlapping loops and strokes.

Dr. H. Juanim, S.E., M.Si

Ketua Program Studi,

A handwritten signature in black ink, featuring a large, prominent loop at the top and several smaller, fluid strokes below.

Dr. Ardi Gunardi, S.E., M.Si