

**THE INFLUENCE OF PROMOTIONS, PRODUCT
DISTRIBUTION AND CUSTOMER REVIEW WITH
CUSTOMER ENGAGEMENT AS INTERVENING VARIABLE
ON POSITIVE E-WOM TO FUTURA CHAIR CONSUMERS IN
JAKARTA**



BACHELOR THESIS

Proposed as one of the requirements to complete the bachelor degree program in
the Faculty of Economics and Business Diponegoro University

FEB UNDIP

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**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
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