

**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

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**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY  
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