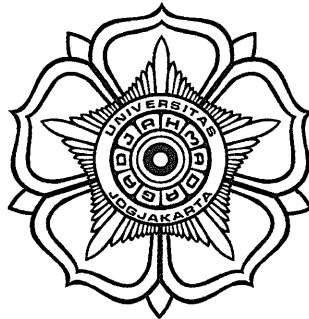


**THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER
ENGAGEMENT IN THE HEALTHCARE SECTOR**



Submitted by:

Arya Raditya Damarjati

23/527127/PEK/29839

**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2025**

Master of Business Administration
Faculty of Economics and Business
Universitas Gadjah Mada

STATEMENT OF AUTHENTICITY OF WRITTEN THESIS

I, the undersigned, state that this written thesis entitled:

THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT IN THE HEALTHCARE SECTOR

and presented for examination on June 28, 2025, is my own work. I hereby solemnly state that this thesis does not contain, in whole or in part, the work of any other person, in the form of plagiarized or copied phrases or symbols showing the ideas or thoughts of another writer presented as if they were my own; nor does it contain, in part or in whole, writing that I have copied, plagiarized or taken from the writing of another person without recognizing the original author. In the event that, knowingly or otherwise, I have undertaken the above, I shall withdraw the thesis I have presented as my own work. If, henceforth, it is proven that I copied or plagiarized the work of another person presenting it as if it were my own, the degree and diploma awarded by the university **shall be revoked**.

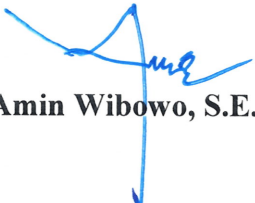
Yogyakarta, 28 June 2025

Signed,



Arya Raditya Damarjati

Witnessed



Prof. Amin Wibowo, S.E., M.B.A., Ph.D.

Master of Business Administration
Faculty of Economics and Business
Universitas Gadjah Mada

AUTHORIZATION

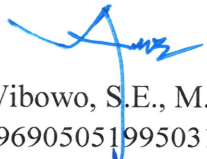
THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT IN THE HEALTHCARE SECTOR

Submitted by:
Arya Raditya Damarjati
23/527127/PEK/29839

Has been defended before the Board of Examiners
On June 28, 2025
and has been declared to fulfil all requirements

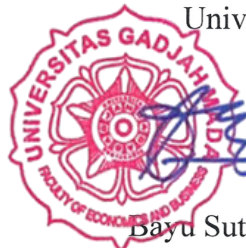
Yogyakarta, 28 June 2025

Advisor



Prof. Amin Wibowo, S.E., M.B.A., Ph.D.
NIP 196905051995031001

Vice Dean for Academic and Students Affairs
Faculty of Economics and Business
Universitas Gadjah Mada



Dayu Sutikno, SE., M.S.M., PhD.
NIP 197805202005011002