

**The Influence of Customers' Belief of Information, Entertainment, and
Credibility of Online Advertising towards Responses on Pop-up Ads**

**Submitted in Partial Fulfillment of the Requirements For the Degree of
Sarjana Ekonomi From the Department of Management of The Faculty of
Economics and Business, Universitas Gadjah Mada**



Undergraduate Thesis Supervisor:

BM. Purwanto, MBA, Ph.D.

Written by:

Imanuel Christanto Pratama

17/408352/EK/21250

INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
YOGYAKARTA

2021