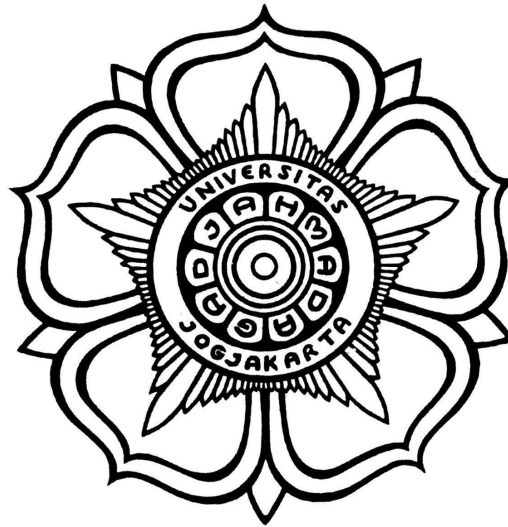


**INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM) IN
SOCIAL MEDIA ON THE PURCHASE INTENTIONS OF FASHION
PRODUCTS: A CASE OF JINISO ON TIKTOK**

Undergraduate Thesis:

**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**



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YOGYAKARTA
2024**



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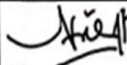
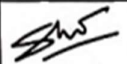

Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

*Influence of Electronic Word of Mouth (EWoM) in Social Media on The
Purchase Intentions of Fashion Products: A Case of Jiniso on Tiktok*

Disusun oleh
Fakhri Adrian Kamal
20/457637/EK/22898

Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik
jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

Telah diujikan pada 31 Juli 2024

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