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THE IMPACT OF CONTENT SOURCE ON APPLICATION INTENTION: A COMPARATIVE STUDY OF FGC AND EGC

Thesis
To Fulfil the Requirement to Obtain a Master's Degree

Master in Management

Submitted by:

Marie Noor Utomo

23/526380/PEK/29726

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA YOGYAKARTA

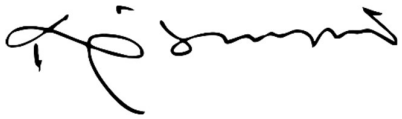
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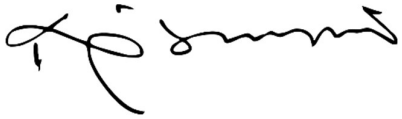
Advisor



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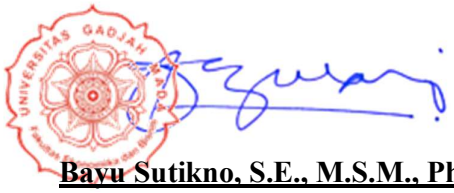
The Thesis has been accepted
As partial fulfillment to achieve a Master of Business Administration degree
Jakarta, December 16th 2025

Director of Master of Business Administration Program



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