

**Effects of Perceived Entertainment and Perceived Usefulness as
Antecedent Factors On Consumers' Acceptance Toward Mobile
Display Advertisement**

THESIS

To Fulfill the Partial Requirement of Obtaining Bachelor Degree

Management Department



Bachelor Thesis Supervisor

Bayu Aji Aritejo, S.E., M.M., M.Si., Ph.D.

Proposed by:

Muhammad Fauqi Nugroho

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FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

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