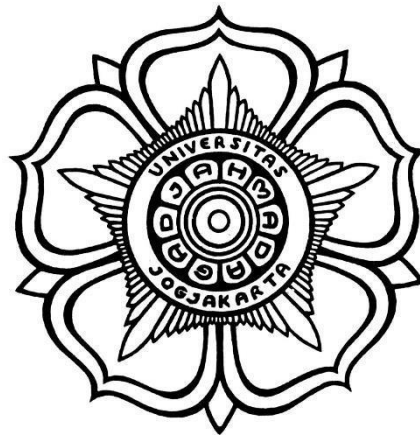


HOW DOES ONLINE BEHAVIORAL ADVERTISING (OBA) AFFECT CONSUMER BEHAVIOR: CLICK-THROUGH INTENTION AND PURCHASE INTENTION

Thesis Summary

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management



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15/391851/PEK/21297

to

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS GADJAH MADA

2018