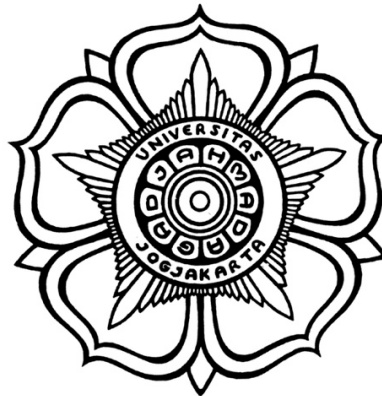


The Impact on Using Pop-Up Ads of Brands to Behavioral Intention, Customer Retention, and Intrusiveness

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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