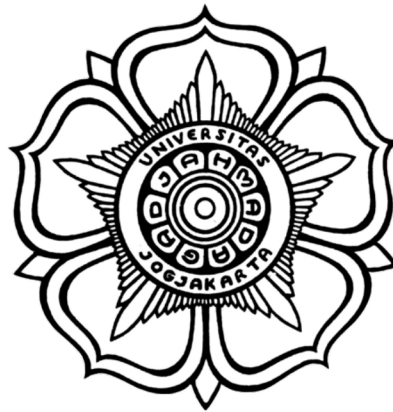


Influence of Social Media Content with E-WOM Factors on Consumer Purchase Intention: Mediation Effect of Brand Equity

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



Undergraduate Thesis Supervisor:

Teguh Budiarto, Drs., M.I.M.

Written by:

Andre Benito

15/377178/EK/20228

okay for examination
SM
March 24, 20

**DEPARTMENT OF MANAGEMENT
INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2020**