



UNIVERSITAS
GADJAH MADA

USING TECHNOLOGY ACCEPTANCE MODEL TO MEASURE USER INTENTION ON USING
CORPORATE SOCIAL MEDIA: A STUDY
ON DJARUMÃ¢ï?½ï?½S DISINI

BONIFACIO PAKSI NARENDRA CHRISTIE, Singgih Wijayana, SE, M.Sc., Ph.D.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

USING TECHNOLOGY ACCEPTANCE MODEL TO MEASURE USER INTENTION ON USING CORPORATE SOCIAL MEDIA: A STUDY ON DJARUM'S DISINI

Undergraduate Thesis

To Fulfil the Requirement to Achieve Undergraduate Degree in Accounting
Program

Supervisor:

Singgih Wijayana, SE, M.Sc., Ph.D.



By:

Bonifacio Paksi Narendra Christie

12/327020/EK/18736

**ACCOUNTING
FAKULTAS EKONOMIKA DAN BISNIS
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2020**