

**The Analysis of Electronic Word of Mouth (e-WOM) of Tokopedia
Consumer and Its Relation to Purchase Intention**

THESIS

To Fulfill The Requirement of Obtaining Bachelor Degree Management
Department



Bachelor Thesis Supervisor

Prof. Dr. Basu Swastha Dharmmesta, M. B. A.

Proposed by:

Riandini Najmi Sekar Putri

13/349904/EK/19556

**FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS GADJAH MADA
2020**