

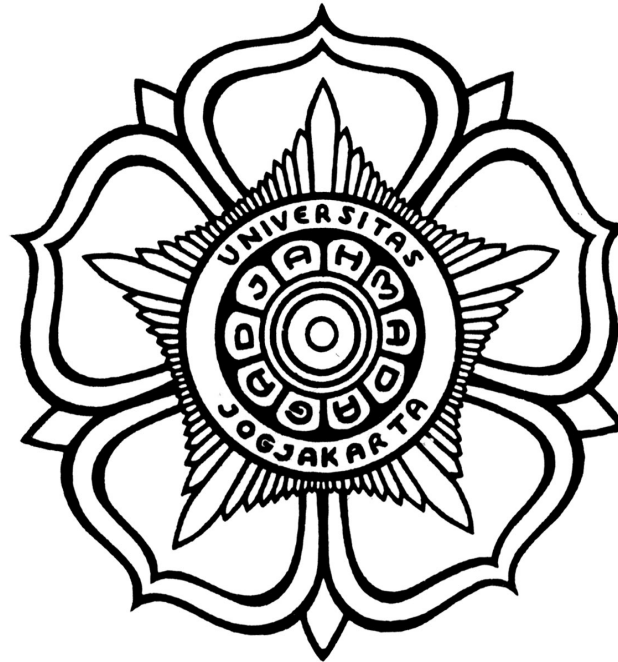


UNIVERSITAS  
GADJAH MADA

**The Effect of Electronic Word of Mouth Characteristics on Purchase Intention**  
ANNISA NOERCHA R, Dr. Sahid Susilo Nugroho, M.Sc.  
Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

## UNDERGRADUATE THESIS

The Effect of Electronic Word of Mouth Characteristics on Purchase Intention



**Supervisor:** Dr. Sahid Susilo Nugroho, M.Sc.

**Written by:**

Annisa Noercha Rakhmany

15/381757/ EK/20479

**INTERNATIONAL UNDERGRADUATE PROGRAM**

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**YOGYAKARTA**

**2019**