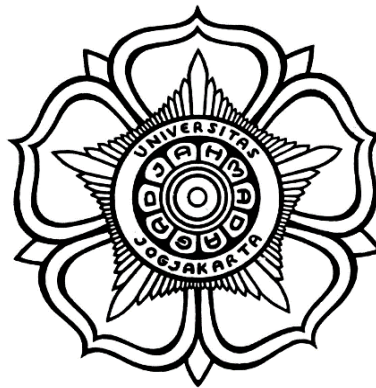


**FACTORS IMPACTING YOUTUBE ADVERTISING VALUE AND THE
IMPACT IT HAS ON PURCHASE INTENTION WITH BRAND
AWARENESS AS A MEDIATOR**

Thesis

**Submitted in Partial Fulfillment of the Requirements for the Degree of obtaining
Bachelor Degree from the Department of Management of the Faculty of
Economics and Business, Universitas Gadjah Mada**



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