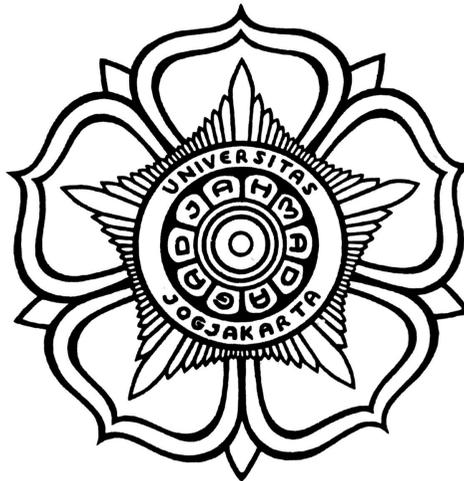


# **The Drivers for Foodgrammer to Spread Electronic Words of Mouth in Social Networking Site**

THESIS

To Fulfil the Partial Requirement to Obtain Bachelor Degree

Management Department



Bachelor Thesis Supervisor:

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**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**2016**