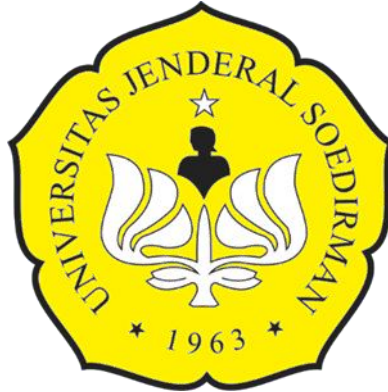


THESIS

**ANALYZING THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER
PURCHASE INTENTION USING CONSUMER ENGAGEMENT AND
USER TRUST AS MEDIATING VARIABLES**



BY:

JANE BIRA

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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER
EDUCATION**

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FACULTY OF ECONOMICS AND BUSINESS

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**In order to fulfill some of the requirements needed to get a Bachelor Degree
from Faculty of Economics and Business, Jenderal Soedirman University**

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