

**THESIS**

**THE INFLUENCE OF PRODUCT KNOWLEDGE, PRODUCT  
INNOVATION AND VIRAL MARKETING ON PURCHASE DECISION  
WITH BRAND AWARENESS AS INTERVENING VARIABLE**

**(Case Study on Consumer *EsTeh Indonesia*)**



**By:**

**AMANDA SYAKHINA MAHARANI**

**C1H018035**

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

**UNIVERSITAS JENDERAL SOEDIRMAN**

**FACULTY OF ECONOMY AND BUSINESS**

**DEPARTMENT OF MANAGEMENT**

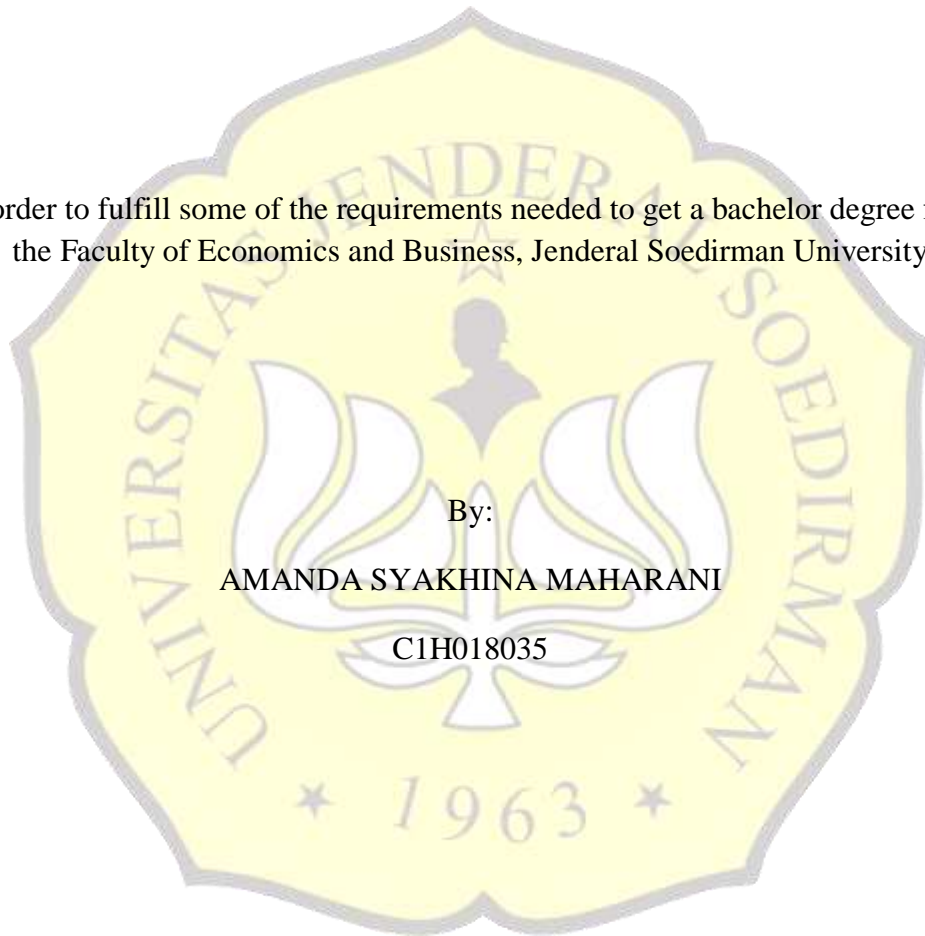
**2022**

**THESIS**

**THE INFLUENCE OF PRODUCT KNOWLEDGE, PRODUCT  
INNOVATION AND VIRAL MARKETING ON PURCHASE DECISION  
WITH BRAND AWARENESS AS INTERVENING VARIABLE**

**(Case Study on Consumer *EsTeh Indonesia*)**

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



By:

AMANDA SYAKHINA MAHARANI

C1H018035

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

**UNIVERSITAS JENDERAL SOEDIRMAN**

**FACULTY OF ECONOMY AND BUSINESS**

**DEPARTMENT OF MANAGEMENT**

**2022**