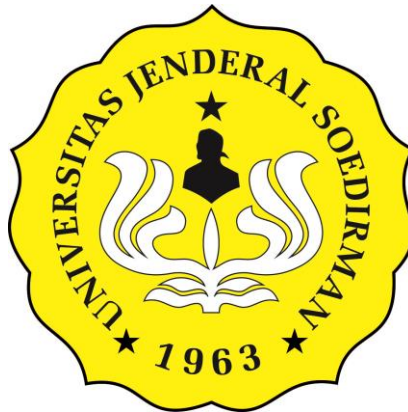


**THESIS**

**THE EFFECT OF SOCIAL MEDIA ADVERTISING AND SALES  
PROMOTION ON ONLINE PURCHASE INTENTION WITH GENDER  
AS A MODERATION VARIABLE ON CONSUMERS  
STREET BOBA PURWOKERTO**



**By:  
TEGAR INDHIRA TAFTA  
C1H018034**

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY  
UNIVERSITAS JENDERAL SOEDIRMAN  
ECONOMIC AND BUSINESS FACULTY  
MANAGEMENT DEPARTMENT  
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