

THESIS - MBKM

**THE INFLUENCE OF ONLINE COMMUNITIES AND SOCIAL MEDIA
E-WOM ON PURCHASE INTENTION WITH BRAND TRUST AS
A MEDIATION VARIABLE**

(Study of Ion88 Food Stalls on Autobase Twitter @Unsoedfess1963)



By:

DINA ANANTYA REZKI PUTRI

C1H019025

MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY

JENDERAL SOEDIRMAN UNIVERSITY

FACULTY OF ECONOMICS AND BUSINESS

DEPARTMENT OF INTERNATIONAL MANAGEMENT

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