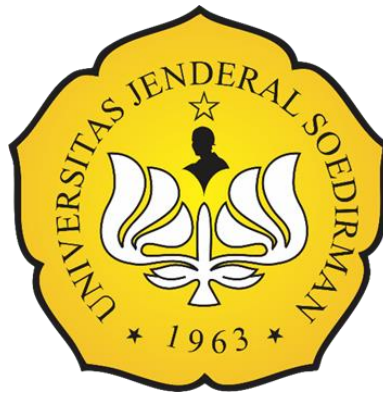


THESIS

**THE EFFECT OF CONTENT MARKETING ON PURCHASE INTENTION WITH
CUSTOMER ENGAGEMENT AND E-WOM AS MEDIATION VARIABLE**

(Study of Followers Bittersweet by Najla on Instagram)



By:

Alfen Givara

C1H019006

MINISTRY OF EDUCATION, CULTURE, REASEARCH, AND TECHNOLOGY

UNIVERSITAS JENDERAL SOEDIRMAN

FACULTY OF ECONOMICS AND BUSINESS

DEPARTMENT OF INTERNATIONAL MANAGEMENT

PURWOKERTO

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