

THESIS

**THE EFFECT OF PERCEIVED SERVICE INNOVATION AND CONTENT
MARKETING TO PURCHASE INTENTION WITH
ELECTRONIC WORD OF MOUTH (E-WOM) AS MEDIATING VARIABLE
(Study on Vidio User)**



**By:
Dika Rizqi Fajriansyah
C1H019001**

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF INTERNATIONAL MANAGEMENT
PURWOKERTO
2024**