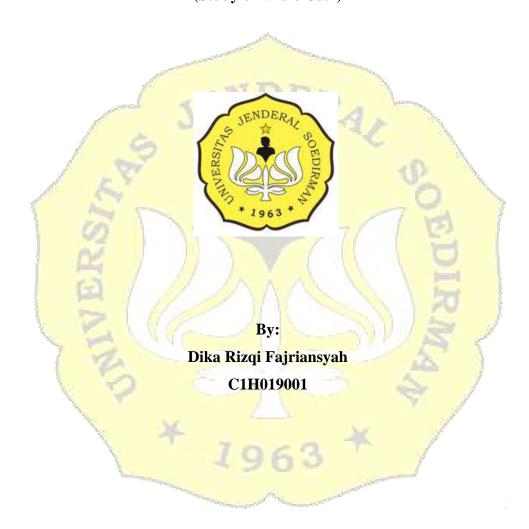
## **THESIS**

## 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)



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

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