

THESIS

**THE EFFECTS OF VLOGGER CREDIBILITY AS MARKETING
MEDIA ON BRAND AWARENESS TO CUSTOMER PURCHASE
INTENTION**

**(STUDY ON TRAVELOKA WITH ARIEF MUHAMMAD AS A
VLOGGER ON YOUTUBE)**



By:

ANAS NUGRAHA

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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
UNIVERSITY OF JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
2018**

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**(STUDY ON TRAVELOKA WITH ARIEF MUHAMMAD AS A
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**In order to fulfill some of the requirements needed to get a Bachelor Degree
From the Faculty of Economics and Business, University of Jenderal
Soedirman**

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