

**THESIS**

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON  
TRUST TOWARD PURCHASE INTENTION WITH  
PERCEIVED USEFULNESS AS A MEDIATING VARIABLE ON  
TRAVEL INDUSTRY**

Written to fulfill one of the academic requirements  
to achieve a Sarjana Ekonomi degree in Management

**By :**

**NAME : KARTIKA DIAN SARASWATI**

**STUDENT ID : 00000016153**



**STUDY PROGRAM OF MANAGEMENT  
FACULTY OF ECONOMICS  
UNIVERSITAS PELITA HARAPAN  
KARAWACI  
2018**