

**THESIS**

**IMPACT OF DIGITAL MARKETING AND PRICE TOWARDS  
INTENTION TO BUY MEDIATING BY BRAND AWARENESS  
IN INTERIOR DESIGN BUSINESS  
(FROM THE DESIGNERS' PERSPECTIVES)**

Written to meet a partial academic requirement to obtain  
the degree of Magister Manajemen

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**STUDY PROGRAM OF MANAGEMENT MASTER PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS  
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