

THESIS

INVESTIGATING THE EFFECT OF EXTENDED ADVERTISEMENT VALUE ON GENERATION Z'S ATTITUDE TOWARDS ADVERTISEMENT AND PURCHASE INTENTION USING SOR MODEL (AN EMPIRICAL STUDY OF TIKET.COM'S INSTAGRAM VIDEO ADS)

Written as a partial fulfillment of the academic requirements
to obtain the degree of *Magister Manajemen*

By:

NAME : GILBERT
ID NUMBER : 02619220016



MASTER OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS PELITA HARAPAN
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