THESIS

THE INFLUENCE OF YOUTUBE ADS ON PURCHASE INTENTION, MEDIATED BY BRAND AWARENESS AND BRAND IMAGE: A STUDY ON TOKOPEDIA AMONG

GENERATION Z IN JABODETABEK

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

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STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN JAKARTA 2024