

THE EFFECTS OF VSN ATTRIBUTES, FLOW, TRUST, AND E-WOM IN INFLUENCING VSN USERS' PURCHASE INTENTION

A THESIS

Presented as Partial Fulfillment of the Requirements
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By:

ALTRIZA RUSYDINA

Student Number: 13311406

DEPARTMENT OF MANAGEMENT
INTERNATIONAL PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA

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