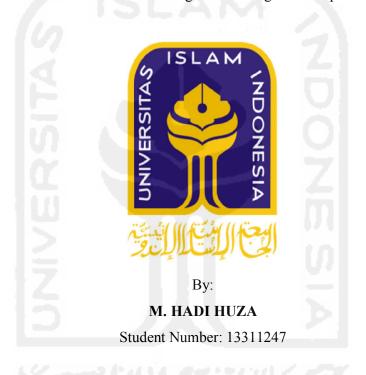
## THE EFFECT OF ELECTRONIC WORD OF MOUTH TOWARD BRAND IMAGE AND PURCHASE INTENTION: A CASE STUDY OF SAMSUNG SMARTPHONE

## A THESIS

Presented as Partial Fulfillment of the Requirements

To Obtain the Bachelor Degree in Management Department



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