

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

**A BACHELOR DEGREE THESIS**

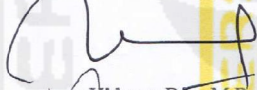
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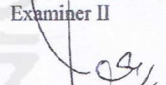
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#### DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, June 8<sup>th</sup>, 2017



M. HADI HUZA

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This thesis writing is one of the requirements to finish the study and to get an undergraduate degree in Marketing Study, Department of Management, Faculty of Economics, Universitas Islam Indonesia.

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M. Hadi Huza