

**SOCIAL MEDIA MARKETING ON PURCHASE INTENTIONS
THROUGH BRAND IMAGE ON THE USE OF BOOKING.COM IN THE
NETHERLANDS AND INDONESIA**



THESIS

Submitted as partial requirements to complete
the Undergraduate Degree (S1) of Management Department of
Faculty of Economics and Business Diponegoro University

Arranged by:

AQILLA AUDRIAVINSKI TRIESTINA

12010119190168

FEB UNDIP

FACULTY OF ECONOMICS

DIPONEGORO UNIVERSITY

SEMARANG

2023