

**THE INFLUENCES OF STORE ATMOSPHERE, BRAND  
AWARENESS, AND ELECTRONIC WORD-OF-MOUTH  
ON IKEA INDONESIA CUSTOMER'S PURCHASE  
INTENTION**

**UNDERGRADUATE THESIS**

Submitted as requirement to obtain a Bachelor's degree in International Business  
Administration Department

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**BUSINESS ADMINISTRATION DEPARTMENT  
INTERNATIONAL CLASS  
FACULTY OF COMMUNICATION AND BUSINESS  
UNIVERSITAS TELKOM  
BANDUNG  
2018**