

**THE INFLUENCE OF THE ANTECEDENTS OF YOUTUBE PERCEIVED
ADVERTISING VALUE ON PURCHASE INTENTION THROUGH
BRAND AWARENESS AS INTERVENING VARIABLE AT TOKOPEDIA**

PROPOSAL MINI THESIS

Proposed as one of the requirements to complete the Bachelor Degree in
International ICT Business

**Compiled By:
ALIFYA NAMIRA
1401184411**



**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2022**