

**THE EFFECT OF USING AUGMENTED REALITY ON PURCHASE
INTENTION WITH CONSUMER CONTROL AND MEDIA ENJOYMENT
AS A MEDIATING VARIABLE OF WARDAH BEAUTY**

***MINI THESIS**

Proposed as one of the requirements to obtain a bachelor's degree from the
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Written by:

Andi Syakila Nindyatama Maharani

1401213133



Supervisor:

Indira Rachmawati S.T., M.S.M., Ph.D.

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