

**THE IMPACT OF MARKETING ACTIVITIES  
ON BRAND EQUITY WITH BRAND  
AWARENESS AND BRAND IMAGE AS  
MEDIATING VARIABLES  
(A STUDY ON THE CUSTOMERS OF  
TIKET.COM AT SEMARANG)**



**THESIS**

Submitted as one of the requirements  
to complete the Bachelor Program (S1)  
in the Bachelor Program of the Faculty of Economics  
Diponegoro University

Arranged by :

**MUHAMMAD AKBAR RAMALI  
NIM. 12010120190125**

**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
2024**