

# **The Influence of Social Media Advertising Features on Purchase Intention (Comparison between Indonesia and Netherland Customer)**



## **UNDERGRADUATE THESIS**

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

Submitted by:

MUHAMMAD AFDHALURRAHMAN

Student ID:

12010117190075

**FACULTY OF ECONOMICS & BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
2021**