## THE INFLUENCE OF DIGITAL MARKETING ON BRAND EQUITY WITH BRAND AWARENESS AS A MEDIATOR

Study on Barbershops in Semarang City



## **THESIS**

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

Diponegoro University

Submitted by: MUHAMAD ALBIANSYAH PRATAMA Student ID: 12010117190095

FACULTY OF ECONOMICS BUSINESS DIPONEGORO UNIVERSITY SEMARANG 2021