

**ANALYSIS OF ELELCTRONIC WORD OF MOUTH (E-WOM) IN SOCIAL MEDIA  
KASKUS ON PURCHASING INTENTION PREMIUM PLAYER ITEMS (STUDY  
ON THE GAME LINE LET'S GET RICH**

**UNDERGRADUATE THESIS**

Proposed as One Term to Acquire a Bachelor Degree on Business Management of  
Telecommunication and Informatics Program

Proposed by:

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