

***SKRIPSI***

**THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS  
ATTRACTIVENESS, EXPERTISE, AND  
TRUSTWORTHINESS TOWARDS BRAND IMAGE AND  
PURCHASE INTENTION AT SECONDATE BEAUTY IN  
MEDAN**

Written as a partial fulfillment of the academic requirements  
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**By:**

**NAME : JOCELINE CHOW  
ID NUMBER : 03011200091**



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