

SKRIPSI

**EXAMINING THE EFFECT OF INFLUENCER'S
EXPERIENCE, TRUSTWORTHINESS, ATTRACTIVENESS,
AND CONTENT USEFULNESS TOWARDS CONSUMER
PURCHASING BEHAVIOUR AT SKINTIFIC_ID WITH
FOLLOWER CONGRUENCE AS MODERATOR**

Written as a partial fulfillment of the academic requirements
to obtain the Degree of *Sarjana Manajemen*

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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
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