

**PROFESSIONAL REPORT: DETERMINING THE FACTORS  
CONSIDERED BY CUSTOMER BEFORE MAKING A PURCHASE ON  
INSTAGRAM RESELLER ACCOUNT**

**Undergraduate Thesis:**

**Submitted in Partial Fulfilment of the Requirements for the Degree of *Sarjana  
Ekonomi* from the Department of Business of The Faculty of Economics and  
Business, Universitas Gadjah Mada**



**DWI ZULFA SALSABILA  
17/408263/EK/21227**

**INTERNATIONAL UNDERGRADUATE PROGRAM  
BUSINESS MAJOR  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA YOGYAKARTA**

**2022**



UNIVERSITAS  
GADJAH MADA

**Determining the Factors Considered by Customer Before Making a Purchase on Instagram Reseller Account**

DWI ZULFA SALSABILA, M. Sebastia&Atilde;&copy;n Bauer

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>



# ***Determining the Factors Considered by Customer Before Making a Purchase on Instagram Reseller Account***

**PROFESSIONAL**

**REPORT – B3**

**Dwi Zulfa Salsabila – B3 Bachelor 2020/2021**

**Double Degree Student**

**Study Path: Marketing, Hospitality and Tourism Management**

---