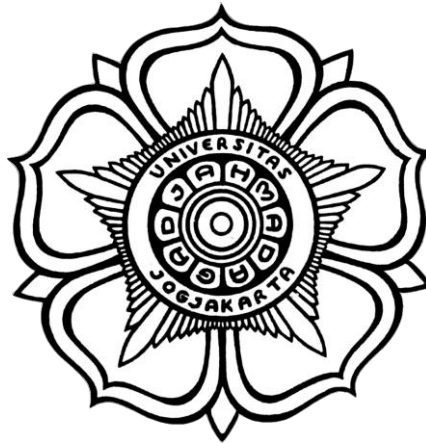


**ENGAGEMENT INDICATORS OF INFLUENCER
RECOMMENDATIONS: ANALYZING THEIR IMPACT ON PERCEIVED
RISK AND BUYING INTENTION FOR SKINCARE PRODUCTS**

Thesis



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**MANAGEMENT UNDERGRADUATE PROGRAM
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GADJAH MADA UNIVERSITY
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