

# **EMPIRICAL STUDY OF INFLUENCERS' ATTRIBUTES AND CHARACTERISATION IMPACT ON THE ADOPTION INTENT OF ELECTRIC MOTORCYCLES**

Thesis  
to fulfil some of the requirements in obtaining a Master's degree S-2  
Study Program in Master of Business Administration



Submitted By  
**Arifa Islamie**  
21/490989/PEK/28391

To

**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
2024**



UNIVERSITAS  
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**Empirical Study of Influencers' Attributes and Characterisation Impact on The Adoption Intent of Electric Motorcycles**

Arifa Islamie, Prof. Dr. Eduardus Tandelilin, M.B.A.

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Master of Business Administration  
Faculty of Economics and Business  
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**AUTHORIZATION**

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The Thesis has been accepted  
As partial fulfilment to achieve a Master of Business Administration degree  
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