



The Impact of Social Media Influencer on Purchase Intention: in the Case of Mustika Ratu
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UNIVERSITAS
GADJAH MADA

THE IMPACT OF SOCIAL MEDIA INFLUENCER ON PURCHASE INTENTION: IN THE CASE OF MUSTIKA RATU

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by
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to
**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
2025**



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