The Impulse Trigger: How Influencer Credibility Drives the Urge to Buy Impulsively Through Trust in TikTok Shop Live Streaming Among Generation Z in Indonesia
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BACHELOR THESIS

To Fulfill Part of the Requirements to Achieve a Bachelor's Degree in the Bachelor of Management Study Program

Thesis Supervisor:
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UNIVERSITAS GADJAH MADA
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Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

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