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GADJAH MADA
**Tiktok Beauty Influencers and Electronic Word-Of-Mouth (E-WOM) Affect Skincare Purchase Decisions
Among Female Undergraduate Students: A Qualitative Study of Skintific Consumers in Yogyakarta**
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

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