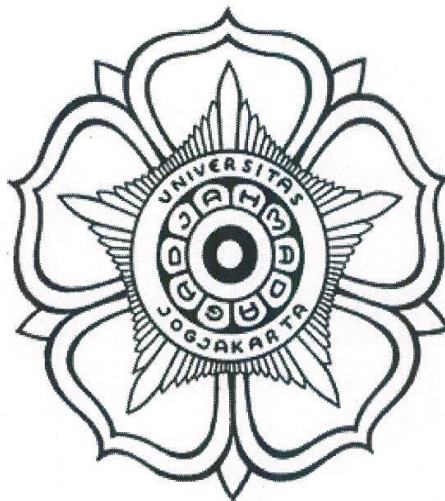


INSTAFAMOUS: THE CREDIBILITY OF INSTAGRAM INFLUENCERS AND ITS IMPACT CONSUMER BEHAVIOUR IN THE INDONESIA BEAUTY PRODUCT MARKET

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management



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