

THESIS

**THE ROLE OF SOCIAL MEDIA MARKETING AND ONLINE
CUSTOMER REVIEW TOWARDS CUSTOMER PURCHASE
DECISION (STUDY OF MIE GACOAN INSTAGRAM
FOLLOWERS)**



By :

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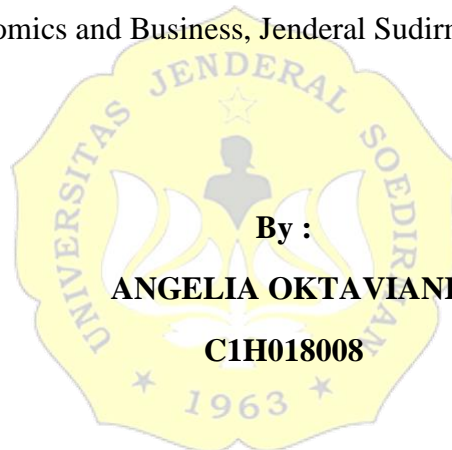
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**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
INTERNATIONAL MANAGEMENT
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Submitted to fulfill the requirements for writing a thesis at the Faculty of
Economics and Business, Jenderal Sudirman University



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