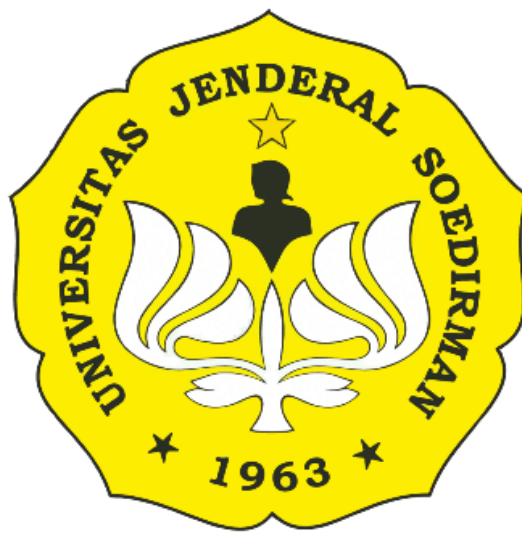


THESIS

**THE EFFECT OF ONLINE REVIEWS AND SOURCE
CREDIBILITY ON BRAND IMAGE AND PURCHASE
INTENTION**

(A Study of TikTok Users)



By:

**Adinda Melliana Hera Andriyani
C1H018013**

**MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
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