

THESIS

**THE EFFECT OF VLOGGER CREDIBILITY AS MARKETING MEDIA
ON CUSTOMER PURCHASE DECISION WITH BRAND
IMAGE AS MODERATION VARIABLE**



By:

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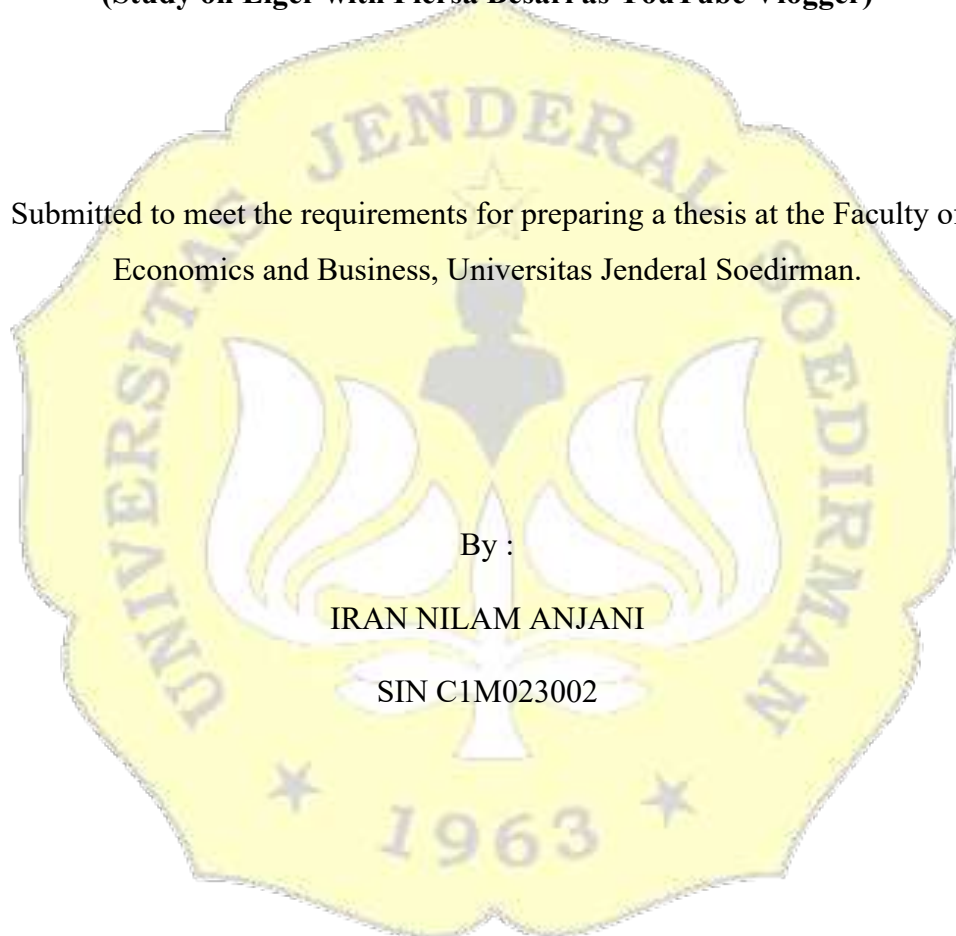
**MINISTRY OF HIGHER EDUCATION, SCIENCE, TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
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(Study on Eiger with Fiersa Besari as YouTube Vlogger)

Submitted to meet the requirements for preparing a thesis at the Faculty of
Economics and Business, Universitas Jenderal Soedirman.



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