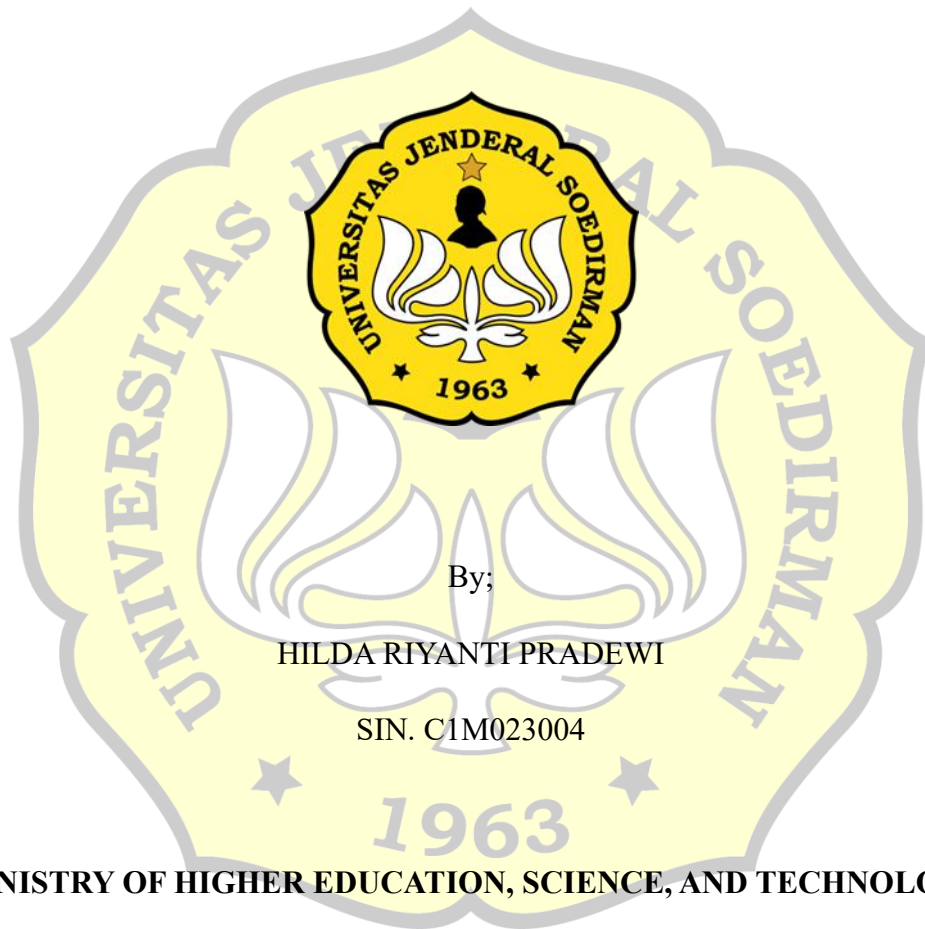


**THESIS**

**THE EFFECT OF SOCIAL MEDIA INFLUENCER STORIES TOWARD  
PURCHASE INTENTION: THE ROLE OF BRAND ENGAGEMENT AND  
BRAND TRUST AS A MEDIATING VARIABLE**

**(Study in Instagram Stories @fadiljaidi as Influencer Marketing)**



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