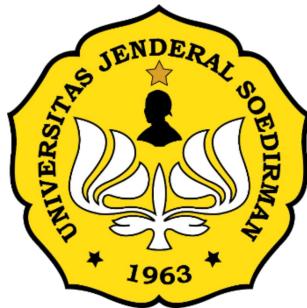


THESIS

**THE INFLUENCE OF SOCIAL ATTRACTIVENESS,
TRUSTWORTHINESS, AND PERCEIVED SIMILARITY ON PURCHASE
INTENTION WITH THE MEDIATING VARIABLE OF PARASOCIAL
INTERACTION IN THE STUDY OF FADIL JAIDI'S FOLLOWERS**



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