

**THE EFFECT OF SOURCE CREDIBILITY ON CUSTOMER  
PURCHASE INTENTION AND ITS' IMPACT ON  
PRODUCT PURCHASE DECISIONS  
(THE CASE OF "THE NEEDS" FOCALLURES' BEAUTY  
VLOGGER TASYA FARASYA YOUTUBE CONTENT)**

**UNDERGRADUATED THESIS**

Submitted as One of Requirement for  
Obtain a Bachelor of Business Administration Degree  
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