

PREFACE

Praise and deep gratitude to Allah SWT for the abundance of grace and guidance that has been given to the author that made this thesis with a title “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)”. The purpose of this study is to fulfill the requirements of undergraduate degree in Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung. Shalawat and greetings may always be devoted to the Prophet Muhammad SAW who has guided us from the darkness to the clear light.

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Rizka Fitriyana Cahyani