## THE INFLUENCE OF SHOPEE LIVE STREAMING ON PURCHASE DECISIONS FOR GRAMEDIA PRODUCTS IN BANDUNG CITY

(Study on Shopee Platform Users in Bandung City)

## **MINI THESIS**

Submitted as one of the requirements to complete the Bachelor's Degree in International Business Administration Study Program

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## BUSINESS ADMINISTRATION STUDY PROGRAM FACULTY OF ECONOMIC AND BUSINESS TELKOM UNIVERSITY BANDUNG

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