

**THE IMPACT OF INFLUENCER ATTRACTIVENESS AND
EWOM ON PURCHASE DECISION MEDIATES BY
PARASOCIAL RELATIONSHIP AND BRAND ENGAGEMENT**



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INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY ECONOMIC BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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Submitted to meet the requirements to obtain a bachelor's degree in the International Program of Management and Business (IMaBs) study program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta



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DECLARATION

I, the undersigned :

Name : TUBAGUS AZI MAULANA UTAMA

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I, at this moment, state that this undergraduate thesis titled "The Impact of Influencer Attractiveness and Ewom on Purchase Decision Mediates by Parasocial Relationship and Brand Engagement" is based on the results of research, thoughts, and original explanations of my own. No works or opinions are written or published by others except as a reference or quote following the usual writing of scientific papers. I made this statement in truth, and if there are deviations and untruths in the future, I am willing to receive academic sanctions in the form of revocation of titles obtained because of this paper and other sanctions by applicable regulations.

Taichang, 15 December 2023



METRIS
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KALORIS

Tubagus Azi Maulana Utama
NIM. 20200410058

MOTTO

“Maka sesungguhnya bersama kesulitan ada kemudahan. Sesungguhnya bersama kesulitan ada kemudahan. Maka apabila engkau telah selesai (dari sesuatu urusan), tetaplah bekerja keras (untuk urusan yang lain). Dan hanya kepada Tuhanmulah engkau berharap.” (QS. Al-Insyirah: 6-8)

OFFERINGS

Alhamdulillahirabbil'alamin

By saying very great gratitude to Allah SWT, thank you for the life that has been given, thank you for the blessings of healthy physically and mentally so that in carrying out this life is given ease and smoothness, especially in the preparation of the final assignment of this undergraduate thesis, I dedicated my gratitude to:

1. Thank you to Allah SWT, who has given me healthy blessings and valuable knowledge so that I can write this undergraduate thesis well and smoothly with your permission...
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FOREWORD

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After the establishment of this study on “**THE IMPACT OF INFLUENCER ATTRACTIVENESS AND EWOM ON PURCHASE DECISION MEDIATES BY PARASOCIAL RELATIONSHIP AND BRAND ENGAGEMENT,**” the author gives special appreciation to the parties in supporting the accomplishment of this study. In mainly they are:

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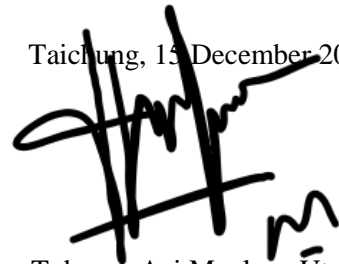
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The author realizes that in writing this thesis it is still far from perfection. Therefore, criticism and suggestions are expected for the sake of deepening and perfection in this topic. *Wassalamu'alaikum, wr. wb.*

Taichung, 13 December 2023

A handwritten signature in black ink, consisting of several vertical and horizontal strokes, appearing to be the name 'Tubagus Azi Maulana Utama'.

Tubagus Azi Maulana Utama

NIM. 20200410058

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