

**ANALYSIS THE IMPACT OF PARASOCIAL RELATIONSHIP ON
INSTAGRAM INFLUENCER ON PURCHASE DECISION**

(Study on Buttonsscarves Consumers)

**ANALISIS PENGARUH HUBUNGAN PARASOCIAL PADA
INFLUENCER INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN**

(Studi pada konsumen Buttonsscarves)

UNDERGRADUATE THESIS



Written by:

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INTERNASIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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Submitted to fulfill the requirements for obtaining a bachelor's degree in the
Internasional Program of Management and Business (IMaBs), Faculty of
Economis and Business, Universitas Muhammadiyah Yogyakarta



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DECLARATION

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Stating that this thesis with the title: "ANALYSIS THE IMPACT OF PARASOCIAL RELATIONSHIP ON INSTAGRAM INFLUENCER ON PURCHASE DECISION (Study of Buttons scarves Consumers)" no work has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge there is also no work or opinion that has ever been written or published by others, except those in writing referred to in this text and mentioned in Bibliography. If it turns out that in this thesis it is known that some works or opinions have been there; is or sworn by someone else then I am willing to cancel the work.

Yogyakarta,



Nazila Regita Putri Yastia

PRESENTATION PAGE

Alhamdulillah Rabbil Aalamin, bow down and thank Allah SWT. Thank You for Your grace that has provided convenience and smoothness so that this crisis can be resolved properly. Although far from perfect, oenulis is proud to have reached this point, which finally this thesis can be completed at the right time. I dedicate this thesis to:

1. My parents, Mrs. Siti Muawanah and Mr. Ilyas also my stepfather Mr. Chayrodin and my stepmother Mrs. Sanrina, thank you for your prayers, encouragement, motivation, sacrifice, advice, and love that never stops until now.
2. My younger sister Naziva who are always ready to help me whenever I need help so that I can finish this thesis.
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4. My friends supported me and always been by my side during the preparation of the thesis.
5. My comrades in arms at the University of Muhammadiyah Yogyakarta once said, never give up on the dream you dream of.

FOREWORD

All praise and gratitude for the presence of Allah SWT who has bestowed His knowledge, mercy, and wisdom so that I can complete the seminar proposal with the title **“Analysis The Impact of Parasocial Relationship on Instagram Influencer on Purchase Decision”**

This thesis is prepared to meet the requirements in the requirements to achieve a Bachelor of Economics degree in the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope that it can increase readers' insight into the brand and also the brand can go towards what is expected by the company's vision and mission.

The writing of this proposal is inseparable from the guidance and support of various parties. Therefore, I would like to thank:

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I realized, that what I wrote was far from perfect. Therefore, constructive criticism and suggestions will be looked forward to for the perfection of this thesis report. Hopefully what I write can provide benefits for anyone who reads it.

Yogyakarta, 15 Desember 2023

Nazila Regita Putri Yastia

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