

**THE IMPACT OF BRANDS' SOCIAL MEDIA CONTENT QUALITY ON  
PURCHASE DECISION**

**(Study on Make Over Cosmetic)**

**PENGARUH KONTEN KUALITAS SOSIAL MEDIA MEREK TERHADAP  
KEPUTUSAN PEMBELIAN**

**(Studi pada Kosmetik Make Over)**

**UNDERGRADUATE THESIS**



**Written by:**

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**INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS**

**FACULTY ECONOMICS AND BUSINESS**

**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**2024**

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Submitted to Fulfill the Requirements to Get a Bachelor's Degree  
at the Faculty of Economics, Management Department,  
Universitas Muhammadiyah Yogyakarta

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**2024**

## DECLARATION

Name : Indri Kurnia Ramadhani

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I declare that this thesis entitled: "**THE IMPACT OF BRAND'S SOCIAL MEDIA CONTENT QUALITY ON PURCHASE DECISION**" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge, there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 24 June 2024



Indri Kurnia Ramadhani

## PREFACE

All praise to Allah SWT for providing the author the guidance, health, ability, and strength to finish this thesis with the title **“THE IMPACT OF BRAND’S SOCIAL MEDIA CONTENT QUALITY ON PURCHASE DECISION”**. This thesis is prepared to fulfil one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing new insight for readers or organizations in the effective use of social media in influencing consumers’ decision-making behavior.

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