BUILDING INFLUENCERS' CREDIBILITY ON INSTAGRAM: EFFECTS ON FOLLOWERS' ATTITUDE AND BEHAVIORAL RESPONSES

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STATEMENT PAGE

The result of this study,

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The author of this study declared this thesis with the title: “BUILDING INFLUENCERS’ CREDIBILITY ON INSTAGRAM: EFFECTS ON FOLLOWERS’ ATTITUDES AND BEHAVIORAL RESPONSESS” has no work has been submitted to achieve a bachelor's degree in other institutions. Regarding the author's knowledge, no words are written or published by others unless the written document has been referred to in this text and mentioned in the Bibliography. The author is willing to cancel this thesis, whether research or works written and published by anyone else.

Yogyakarta, 2024

Azzahrah Mawardah

MOTTO

Whoever learns something solely because of Allah, seeking the knowledge with Him, will win. And whoever studies something for someone other than Allah, he will not achieve his goal, nor will the knowledge he acquires bring him closer to Allah."

- (Hasan al-Basri)-

DEDICATION PAGE

Bismillahirahmanirahim, all praise is due to Allah SWT, who has given all His gifts and blessings. Finally, the author can complete this thesis titled "Building Influencers' Credibility on Instagram Effects on Followers Attitudes Behavioral Responses." I dedicate this paper to those who are influential in my life journey, namely:

1. First and foremost, I would like to express my deepest gratitude to my parents. Your unwavering support, encouragement, and love have guided my academic journey. I would not have reached this milestone without your constant belief in me. Mom and Dad, thank you for your endless sacrifices and for giving me the opportunities to pursue my dreams. Your prayers, patience, and guidance have been the cornerstone of my success. You have always been my biggest cheerleader; I am eternally grateful. Thank you for always being there for me through the highs and the lows and for teaching me the values of perseverance and hard work. This accomplishment is as much yours as it is mine. My father, ALM, thank you for all his love, sacrifice, and struggle in raising me and making me who I am today. Even though he was not there to guide my journey during lectures. but I'm sure he's supports and sees my journey here. I hope you are proud of my achievements, I'll always miss you, papa. Al-Fatihah
2. Thank you to my sister and brother-in-law for always supporting me during the process. Thank you for giving me emotional strength and for providing me with the necessities to be able to complete my thesis

4. I express my deepest gratitude to Ibu Indah Fatmawati, S.E., M.Sc., my supervisor. Thank you for providing instructions and guidance throughout the completion of this thesis. I hope you will always be healthy and blessed.

PREFACE

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The author also acknowledges the limitations and shortcomings of their thesis, recognizing that there is always room for improvement. For this reason, the author expects any criticism or suggestions, whether in the form of feedback or constructive criticism. The author hopes that this research can be helpful for others, and they are open to any insights that can enhance its value and impact.

Yogyakarta, 30 July 2024

Azzahrah Mawardah

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