

**THE EFFECTS OF INFLUENCER's CREDIBILITY AND  
INFLUENCER/PRODUCT CONGRUENCE ON PURCHASE DECISION**

**UNDERGRADUATE RESEARCH PROPOSAL**

The Requirement of Bachelor's Degree in Faculty of Economics and Businesses.

International Program of Management and Business Universitas Muhammadiyah

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## STATEMENT OF ORIGINALITY

With this,

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The author stated that this thesis with the title: **“THE EFFECTS OF INFLUENCER’S CREDIBILITY AND INFLUENCER-PRODUCT CONGRUENCE ON PURCHASE DECISION”** -has never been submitted to obtain a degree in any tertiary institution, and to the best of my knowledge, there are no works or opinions that have been written or published by others, except those referred to in this text and prominently mentioned in the bibliography. If it turns out that in this thesis it is known that there is a work or opinion that has been written or published by someone else then I am willing to cancel the work.

Yogyakarta, 27 April 2020



Nabilah Permatasari

## **DEDICATION**

All praise and gratitude to Allah Subhanahu wa Ta'ala who has given all his blessings and guidance, who have consistently been my place to return when I lost direction. Therefore, with the permission and love of Allah Subhanahu wa Ta'ala, I could properly complete this final project as it should. Completing this undergraduate thesis is one of the proudest struggles in my life. By giving thanks, Alhamdulillah, this paper is respectfully dedicated to the loved and influential ones in my life:

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## PREFACE

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This thesis is structured to fulfil one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The researcher takes this topic in the hope of being able to advise online businesses or marketers in choosing influencers wisely so their advertisement can be effective. This topic is not only for marketers but as well as providing development ideas for subsequent researchers.

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The researcher realizes there are still many shortcomings in writing the thesis. Therefore, criticism, suggestions, and the subsequent development of research are needed to enrich the paper by raising this topic.

Yogyakarta, April 2020

Nabilah Permatasari

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