



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pengaruh *e-WoM* terhadap *Purchase Intention* di
Media Sosial: Studi Kasus pada Skintific**

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2024**



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT
Research

**The Influence of e-WoM on Purchase Intention on
Social Media: A Case Study of Skintific**

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**CONCENTRATION IN BRANDING
STUDY PROGRAM S1 MANAGEMENT
UNIVERSITAS PRASETIYA MULYA**