



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Analisis Pengaruh *Visual Appeal* dan *Product Feasibility*
TikTok Terhadap Dorongan Pembelian Lipstik Secara
Impulsif**

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



**UNIVERSITAS
PRASETIYA MULYA**

Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

Analysis of the Influence of Visual Appeal and Product Feasibility of TikTok on Impulsive Lipstick Purchases

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