



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh Daya Tarik, Kredibilitas *Influencer*, dan Moderasi  
Kesesuaian Terhadap Niat Pembelian *Influencer-branded  
Product***

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



UNIVERSITAS  
**PRASETIYA MULYA**  
Sekolah Bisnis dan Ekonomi

FINAL PROJECT

Research

**“The Effect of Influencer’s Attractiveness, Credibility, and  
Congruency on Influencer-branded Product Purchase  
Intention”**

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