

**THE IMPACT OF SOCIAL MEDIA
MARKETING MODERATED BY INFLUENCERS ON
CUSTOMER PURCHASING
INTENTION TOWARDS BEAUTY PRODUCTS AMONG
INTERNATIONAL STUDENTS IN AUSTRALIA. (STUDY
OF L'ORÉAL PARIS)**



BACHELOR THESIS

to complete the Bachelor Program at the Undergraduate Program (S1) of
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Submitted by:
Desvilia Dea Permatasari
12010118190181

**FACULTY OF ECONOMICS,
UNIVERSITY OF DIPONEGORO
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