

FOREWORD

Praise and gratitude for the presence of God Almighty for His blessings and love that have given an opportunity, ease and smoothness so that this thesis can be completed on time. The title of the thesis is "*The Influence of Influencer Marketing, Buying Experience, and Instagram Marketing Strategy on the Purchase Decision of MSGlow Products in the Millennial Generation in Semampir District, North Surabaya City*" This thesis was prepared as one of the requirements to complete the study at the Management Study Program, Faculty of Economics and Business, University of August 17, 1945 Surabaya.

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The researcher realizes that in this study there are still many shortcomings so that the researcher can expect a positive story and also a suggestion to be able to help the perfection of this paper. And the researcher hopes that this paper will be useful for all parties and circles.

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