

**THE EFFECT OF E-WOM AND SOURCE CREDIBILITY
OF INSTAGRAM ACCOUNT @RACUNSHOPEECHECK
TOWARDS CUSTOMER PATH 5A (AWARE, APPEAL,
ASK, ACT, ADVOCATE)**

THESIS

Submitted as The Requirements to Get A Bachelor of Communication Degree in
Communication Science Study Program

Arranged by:

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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF COMMUNICATION AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
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