

**PENGARUH MARKETING *INFLUENCER* PROGRAM SHOPEE
AFFILIATE TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA
SHOPEE DI BANDUNG INDONESIA**

**THE INFLUENCE OF MARKETING INFLUENCERS SHOPEE
AFFILIATE PROGRAM ON PURCHASE DECISIONS OF SHOPEE
USERS IN BANDUNG INDONESIA**

MINI THESIS

Submitted as one of the requirements to obtain a bachelor's degree from the
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