

**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  
The Faculty of Economics, Diponegoro University

**FEB UNDIP**

Submitted by:

**Desvilia Dea Permatasari**

**12010118190181**

**FACULTY OF ECONOMICS,  
UNIVERSITY OF DIPONEGORO  
SEMARANG**

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