

**IMPACT OF SOCIAL MEDIA FOOD INFLUENCERS ON
CONSUMER PURCHASE DECISION
(CASE: INTERNATIONAL FAST-FOOD CHAIN SUBWAY)**



THESIS

Submitted as one of the requirements to
complete the Bachelor Program (S1) in the
Bachelor Program of the Faculty of Economics and Business
Diponegoro University

Arranged by
SULTHAN RAFI AL HAFIZH

NIM. 12010119190269

**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY**

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