THE INFLUENCE OF CELEBRITY ENDORSER'S ATTRACTIVENESS AND TRUSTWORTHINESS TOWARDS PURCHASE INTENTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE

(Study on COSRX Korean Skincare Product)



BACHELOR THESIS

Proposed as one of the requirements to complete the International Undergraduate Program of the Faculty of Economics and Business, Diponegoro University

Compiled By:

FADHILA FIRDAUZI AZHARI NIM. 12010118190363

DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS DIPONEGORO
2022