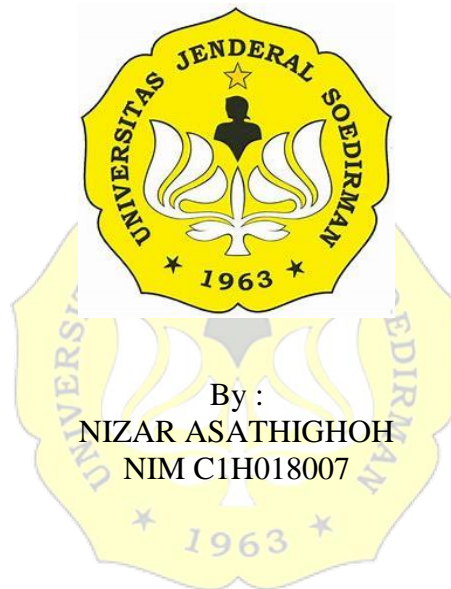


THESIS

**THE EFFECT OF CELEBRITY ENDORSER ON PURCHASE
INTENTION WITH CUSTOMER ATTITUDE AS MEDIATING
VARIABLE**



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