

**THESIS**

**THE INFLUENCE OF BRAND AWARENESS, BRAND REPUTATION,  
AND BRAND ASSOCIATION TOWARDS TO PURCHASE INTENTION  
OF EVERWHITE SKINCARE WITH BRAND TRUST AS A MEDIATING  
VARIABLE**

**(STUDY ON GENERATION Z)**



**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND  
TECHNOLOGY  
UNIVERSITAS JENDERAL SOEDIRMAN  
FACULTY OF ECONOMICS AND BUSINESS  
MANAGEMENT DEPARTMENT  
2023**

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In order to fulfil some of the requirements needed to get a bachelor degree from  
the Faculty of Economic and Business, Jenderal Soedirman University



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**INTERNATIONAL MANAGEMENT**

**2023**