

**THESIS**

**THE EFFECT OF BRAND IMAGE, INFORMATION QUALITY AND  
SOURCE CREDIBILITY ON PURCHASE INTENTION OF BODY CARE  
BRAND SCARLETT WHITENING: ATTITUDE TOWARDS USER  
GENERATED CONTENT AS MEDIATING VARIABLE**



**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



**By :**  
**Tsana Zafira Kramawiredja**  
**C1H018006**

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND  
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