

THESIS

**THE EFFECT OF RELEVANCY AND REPUTATION ON CAUSE
RELATED MARKETING PROGRAM ON THE PURCHASE INTENTION
OF PEPSODENT PRODUCTS MODERATED BY SKEPTICISM**



By:

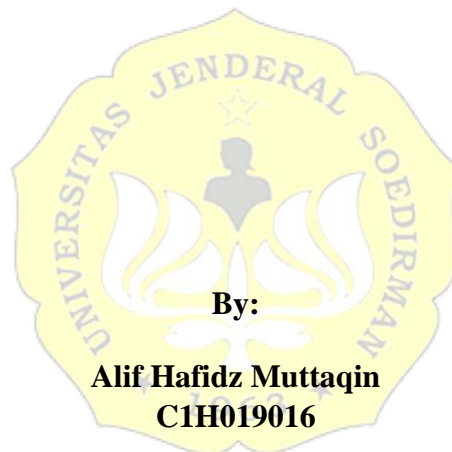
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UNIVERSITAS JENDERAL SOEDIRMAN
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PURWOKERTO
2023**

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Submitted to Obtain a Bachelor Degree in Management at the Faculty of
Economics and Business, Jenderal Soedirman University



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