THESIS

THE EFFECT OF CELEBRITY'S ATTRACTIVENESS, CREDIBILITY, AND CONGRUENCY ON PURCHASE INTENTION WITH CUSTOMER TRUST AS THE MEDIATING VARIABLE

(A Study on ERIGO Celebrity Endorser)



BY: NUHA C1H017009

MINISTRY OF EDUCATION, CULTURE, RESEARCH AND
TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
DEPARTEMENT OF MANAGEMENT
2024