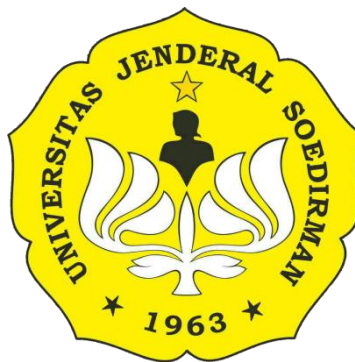


**THESIS**

**THE EFFECT OF CELEBRITY ENDORSEMENT ON BRAND IMAGE  
TOWARDS PURCHASE INTENTION  
(STUDY ON OPPO SMARTPHONE)**



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