

THESIS

**THE INFLUENCE OF CELEBRITY ENDORSEMENT IN SOCIAL MEDIA
INSTAGRAM ON ATTITUDE TOWARDS BRAND AND BRAND IMAGE TO
CUSTOMER PURCHASE INTENTION**

(Study on Ayudia Bing Slamet for Rubylicious Brand)



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**MINISTRY OF RESEARCH, TECHNOLOGY AND HIGHER EDUCATION
UNIVERSITY OF JENDERAL SOEDIRMAN
FACULTY OF ECONOMICS AND BUSINESS
PURWOKERTO
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**In order to fulfill one of requirements needed to get a Bachelor Degree
from Faculty of Economics and Business, University of Jenderal Soedirman**

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