



## Table of Contents

<b>Statement of Originality of Undergraduate Thesis.....</b>	<b>2</b>
<b>Table of Contents.....</b>	<b>3</b>
<b>Abstract.....</b>	<b>4</b>
<b>1. Introduction.....</b>	<b>6</b>
<b>2. Literature Review.....</b>	<b>7</b>
2.1. Celebrity Endorsement in the Beauty Industry.....	7
2.2. Influence of Celebrity Endorsement on Consumer Behavior.....	8
2.3. Celebrity Endorsement in Indonesia's Context.....	9
2.4. Youth and Endorsement Consumption in Indonesia.....	10
<b>3. Methodology.....</b>	<b>11</b>
3.1. Research Design and Approach.....	11
3.2. Sample and Population.....	12
3.3. Data Collection Instrument.....	13
3.4. Data Analysis Methods.....	13
3.5. Ethical Considerations.....	14
<b>4. Analysis.....</b>	<b>15</b>
4.1. Descriptive Statistics.....	15
4.2. Correlation Analysis.....	16
4.3. Group Comparison (T-Test).....	18
<b>5. Findings, Results, and Discussion.....</b>	<b>19</b>
5.1. Summary of Key Findings.....	19
5.2. Linking Findings to Literature.....	20
5.3. Theoretical Implications.....	20
5.4. Practical Implications.....	21
5.5. Critical Evaluation of Findings.....	22
<b>6. Conclusion and Recommendations.....</b>	<b>22</b>
<b>References.....</b>	<b>24</b>
<b>Appendix.....</b>	<b>29</b>