



UNIVERSITAS
GADJAH MADA

ANALYZING THE RELATIONSHIP BETWEEN ATTRACTIVENESS, TRUSTWORTHINESS AND
EXPERTISE ON CELEBRITY
ENDORSER AND CORPORATE CREDIBILITY TOWARDS CONSUMER REACTION OF PURCHASE
INTENTION

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BETWEEN ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CELEBRITY ENDORSER AND CORPORATE CREDIBILITY TOWARDS CONSUMER REACTION OF PURCHASE INTENTION

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister Manajemen)
Department of Social Sciences



PERPUSTAKAAN
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