

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL PAGE	ii
DECLARATION	iii
DEDICATION	iv
PREFACE	v
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF GRAPH.....	xii
ABSTRACT	xiii
<i>INTISARI</i>	xiv
 CHAPTER 1 INTRODUCTION	
1.1. Background	1
1.2. Problem Statement	2
1.3. Research Objectives	3
1.4. Expected Benefits	4
1.5. Scope of The Research	5
1.6. Research Writing Scheme	6
 CHAPTER 2 THEORETICAL BACKGROUND AND HYPOTHESES	
2.1. Celebrity Credibility	9
2.1.1 Attractiveness.....	11
2.1.2 Trustworthiness.....	12
2.1.1 Expertise.....	13
2.2. Corporate Credibility.....	14
2.3. Purchase Intention	16
2.4. Authenticity of Research	17
2.5. Hypothesis	20
 CHAPTER 3 RESEARCH DESIGN	
3.1. Sampling	22
3.2. Data Collection	23
3.3. Operational Definition of Variables	24
3.4. Criteria of Goodness of Fit	25
3.4.1. Validity Test	26
3.4.2. Reliability Test	26
3.5. Pretest Result	27
3.5.1. Validity Test	27
3.5.2. Reliability Test	29
3.6. Data Analysis	30

3.6.1. F Test	30
3.5.2. t Test	31
CHAPTER 4 DATA ANALYSIS	
4.1. Respondent's General Information	32
4.2. The Respondent's General Perception toward the Advertising	38
4.3. Descriptive Statistics	39
4.4. Validity Test (Big Sample).....	43
4.5. Reliability Test (Big Sample)	44
4.6. Hypotheses Test	45
4.6.1. F test	45
4.6.2. t test	46
4.6.3. Respondent's Reason to Purchase the Advertised Products	49
4.7. Discussion	50
CHAPTER 5 CONCLUSION AND RECOMMENDATION	
5.1. Conclusion	53
5.2. Reasearch Limitation	54
5.2. Recommendation	55
BIBLIOGRAPHIES	
APPENDICES	