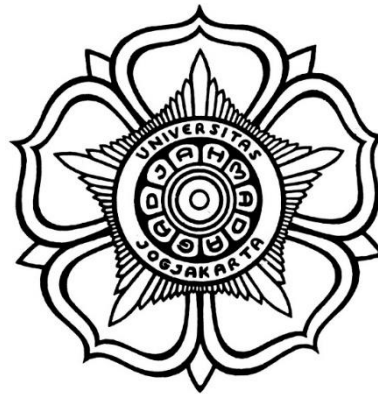


**THE IMPACT OF FOOTBALL STAR ENDORSEMENT ON THE USE OF
LOW INVOLVEMENT PRODUCT WITH THE INFLUENCE OF BRAND
ATTITUDE**

Undergraduate Thesis:

**Submitted in Partial Fulfilment of the Requirements for the Degree of
Sarjana Ekonomi from the Department of Management of The Faculty of
Economics and Business, Universitas Gadjah Mada**



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