

**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**



**ADRIAN ZULFHI SITUMORANG
17/408254/EK/21218**

**INTERNATIONAL UNDERGRADUATE PROGRAM
BUSINESS MAJOR
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2021**