THESIS

SOURCE TRUSTWORTHINESS, SOURCE ATTRACTIVENESS, AND SOURCE EXPERTISE AS FACTORS AFFECTING PURCHASE INTENTION OF NIVEA BRAND IN JABODETABEKINDONESIA

Written as a partial fulfillment of the academic requirements to obtain the degree of Sarjana Manajemen

By:

NAME : MUHAMMAD SYAHDANI

ID NUMBER: 01013190023



STUDY PROGRAM OF MANAGEMENT FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN JAKARTA 2023