

## **TUGAS AKHIR**

# **PENGARUH *CREDIBILITY, ATTRACTIVENESS, DAN POWER* *CELEBRITY ENDORSEMENT* TERHADAP *BRAND IMAGE* DAN DAMPAKNYA KEPADA *PURCHASE INTENTION* (KASUS PADA PRODUK *SMARTPHONE OPPO*)**

Ditulis untuk memenuhi sebagian persyaratan akademik guna  
memperoleh gelar Sarjana Manajemen Strata Satu

Oleh:

**DAVID EVAN SUSANTO** (00000026688)

**STANLEY COHEN** (00000026338)



**PROGRAM STUDI MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS PELITA HARAPAN  
TANGERANG  
2019**



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I, the undersigned,

Name : David Evan Susanto  
Student Number : 00000026688  
Study Program : Management  
Campus Location : Tangerang  
Category of Thesis : Skripsi

hereby declare that my Final Assignment titled:  
**PENGARUH CREDIBILITY, ATTRACTIVENESS, DAN POWER CELEBRITY  
ENDORSEMENT TERHADAP BRAND IMAGE DAN DAMPAKNYA KEPADA PURCHASE  
INTENTION (KASUS PADA PRODUK SMARTPHONE OPPO)**

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Place : Tangerang

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Name : Stanley Cohen  
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Category of Thesis : Skripsi

hereby declare that my Final Assignment titled:  
**PENGARUH CREDIBILITY, ATTRACTIVENESS, DAN POWER CELEBRITY  
ENDORSEMENT TERHADAP BRAND IMAGE DAN DAMPAKNYA KEPADA PURCHASE  
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Place : Tangerang

Date : 4, Februari 2020



(Stanley Cohen)



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**PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR**

**PENGARUH *CREDIBILITY, ATTRACTIVENESS, DAN POWER CELEBRITY***  
***ENDORSEMENT* TERHADAP *BRAND IMAGE* DAN DAMPAKNYA KEPADA**  
***PURCHASE INTENTION* (KASUS PADA PRODUK *SMARTPHONE* OPPO)**

1. David Evan Susanto (00000026688)
2. Stanley Cohen (00000026338)

Telah diperiksa, disetujui untuk diajukan, dan dipertahankan dalam ujian sidang tugas akhir guna mencapai gelar Sarjana Manajemen Strata Satu pada Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan, Tangerang, Banten.

Tangerang, 21 November 2019

Menyetujui :

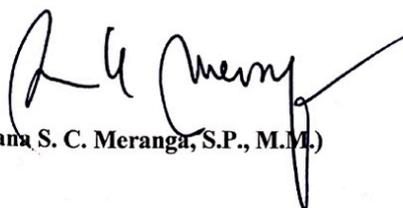
Pembimbing Utama

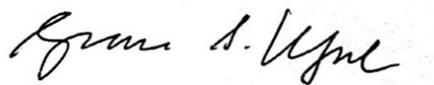
Pembimbing Pendamping

(Dr. Margareth Pink Berlianto, M.M., Ak., CA.) (Cynthia Anna Wijayanti, S.E., M.Mktg.)

Ketua Program Studi Manajemen

Dekan Fakultas Ekonomi dan Bisnis

  
(Isana S. C. Meranga, S.P., M.M.)

  
(Dra. Gracia Shinta S. Ugut, MBA., Ph.D.)



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Pada hari \_\_\_\_\_ telah diselenggarakan ujian sidang tugas akhir untuk memenuhi sebagian persyaratan akademik guna mencapai gelar Sarjana Manajemen Strata Satu Fakultas Ekonomi dan Bisnis, Program Studi Manajemen, Universitas Pelita Harapan atas nama:

1. David Evan Susanto (00000026688)
2. Stanley Cohen (00000026338)

Dengan judul tugas akhir **“PENGARUH *CREDIBILITY, ATTRACTIVENESS, DAN POWER CELEBRITY ENDORSEMENT* TERHADAP *BRAND IMAGE* DAN DAMPAKNYA KEPADA *PURCHASE INTENTION* (KASUS PADA PRODUK *SMARTPHONE OPPO*)”** dan susunan tim penguji sebagai berikut:

<b>Nama Dosen Penguji</b>	<b>Status</b>	<b>Tanda tangan</b>
1. Dr. Innocentius Bernarto, S.T., M.M., M.Si.	,sebagai Ketua	
2. Cynthia Anna Wijayanti, S.E., M.Mktg	,sebagai Pembimbing	
3. Jacqueline Sandra Sembel, S.Pd, S.E., M.M.	,sebagai Anggota	

