

**THE INFLUENCE OF CELEBRITY  
ENDORSEMENT AND CUSTOMER REVIEWS  
TOWARDS REPURCHASING INTENTION  
(STUDY ON "MOTHER OF PEARL" USERS AT  
JAKARTA)**



**UNDERGRADUATE THESIS**

Submitted as one of the requirements  
to complete the Bachelor Program (S1)  
in the Bachelor Program of the Faculty of Economics  
Diponegoro University

Arranged by:  
**VANEZA TADZKIA RADHWA**  
12010120190089

**FEB UNDIP**  
**FACULTY OF ECONOMICS AND BUSINESS**  
**DIPONEGORO UNIVERSITY**

**SEMARANG**

**2024**