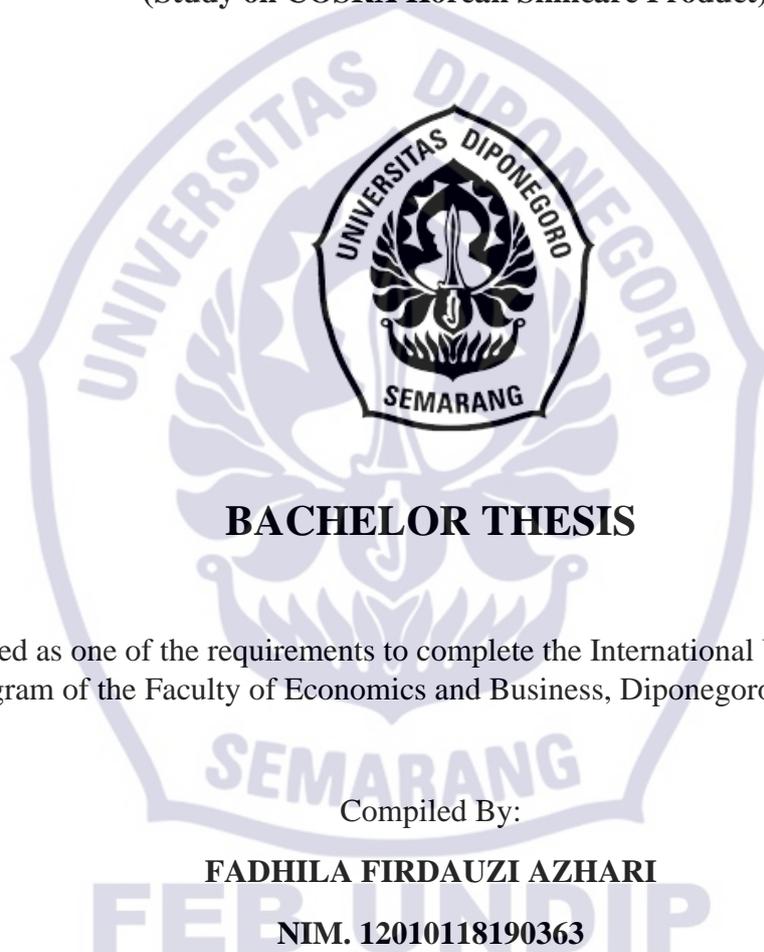


**THE INFLUENCE OF CELEBRITY ENDORSER'S  
ATTRACTIVENESS AND TRUSTWORTHINESS TOWARDS  
PURCHASE INTENTION WITH BRAND IMAGE AS AN  
INTERVENING VARIABLE**

(Study on COSRX Korean Skincare Product)



**BACHELOR THESIS**

Proposed as one of the requirements to complete the International Undergraduate Program of the Faculty of Economics and Business, Diponegoro University

Compiled By:

**FADHILA FIRDAUZI AZHARI**

**NIM. 12010118190363**

**DEPARTMENT OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS DIPONEGORO**

**2022**