

**THE INFLUENCE OF E-WOM AND KOREAN  
CELEBRITIES AS BRAND AMBASSADORS ON  
CONSUMER PURCHASE DECISION  
THROUGH BRAND IMAGE  
(Case on Somethinc Consumers in Semarang)**



**THESIS**

Submitted as one of the requirements to  
complete the Bachelor Program at the  
International Undergraduate Program of the  
Faculty of Economics and Business  
Diponegoro University

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SEMARANG  
2023**