

**ANALYSIS THE INFLUENCE OF CELEBRITY ENDORSER
AND E-WOM ON PURCHASE INTENTION MEDIATED BY
E-TRUST OF SOMETHINC SKINCARE BRAND**

THESIS



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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MERCU BUANA JAKARTA**

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**ANALYSIS THE INFLUENCE OF CELEBRITY ENDORSER
AND E-WOM ON PURCHASE INTENTION MEDIATED BY
E-TRUST OF SOMETHINC SKINCARE BRAND**

**Thesis Submitted to Fulfill One of the Requirements for Obtaining
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Stating that this final project is the original work performed by me and it's under the guidance and advice of my thesis supervisor Mr. Mas Wahyu Wibowo, MBA, Ph.D. Not plagiarism or duplicate of the work of others. if it turns out that my statement is not true, then I am willing to be penalized for the cancellation of this thesis if it is proven that I have committed plagiarism.

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PREFACE

All Praise and Gratitude are always uttered to Allah SWT., because of His blessings and gifts so that the author can complete the thesis entitled “analysis the effect of celebrity endorser and e-wom on purchase intention mediated by e-trust in somethinc skincare brand”.

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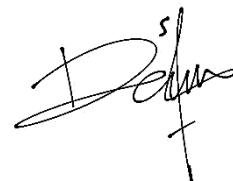
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The author realizes that in the preparation of this thesis research, it is still far from perfect and there are many shortcomings, both in terms of grammar and in the material presented.

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