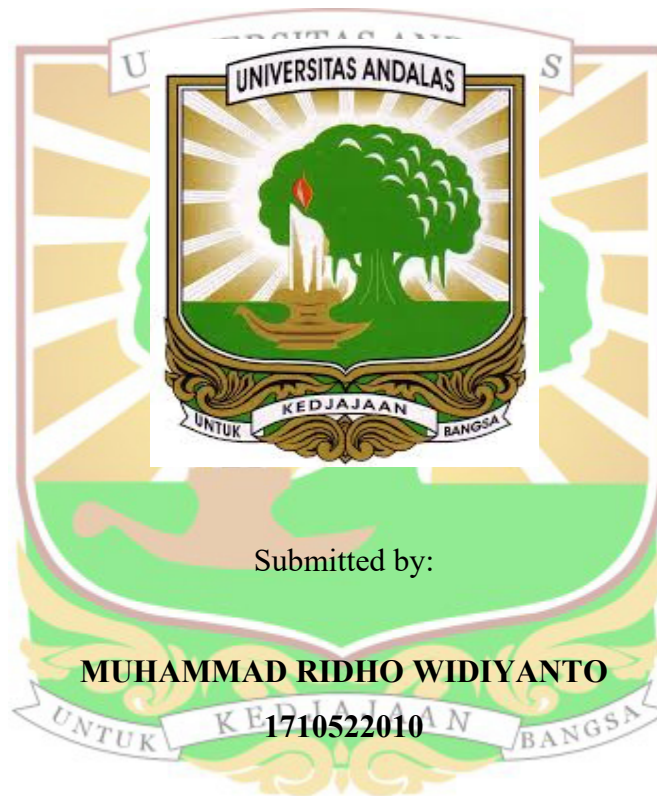


**THE EFFECT OF CELEBRITY ENDORSER ON PURCHASE INTENTION, THE
MEDIATION ROLE OF BRAND AWARENESS AND BRAND ATTITUDE**

THESIS

**Proposal is Submitted to Fulfill the Requirements for A Bachelor's Degree in Management
Department – Faculty of Economics**



Submitted by:

MUHAMMAD RIDHO WIDIYANTO

1710522010

BACHELOR DEGREE INTERNATIONAL MANAGEMENT


MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS

ANDALAS UNIVERSITY

PADANG

JUNE, 2021

	Alumni Number at University	Muhammad Ridho Widiyanto	Alumni Number at Faculty
	a) Place/Date of Birth: Padang/ 24 st Mei 1999; b) Parent's Name: Sri Narni Deswi and Agus; c) Faculty: Economics; d) Department: Management; e) ID Number: 1710522010; f) Graduation Date: 2 August 2021; g) Grade: with Compliment; h) GPA: 3.82; i) Length of Study: 4 years 10 days; j) Parent's Adress: KOMP.Filano Jaya II Blok.DD1 no 17 RT 004 RW 005,Kubu Dalam Parak karakah, Kota Padang, Sumatera Barat, 25236		

THE EFFECT OF CELEBRITY ENDORSER ON PURCHASE INTENTION, THE MEDIATION ROLE OF BRAND AWARENESS AND BRAND ATTITUDE

*Thesis by: Muhammad Ridho Widiyanto
Supervisor: Syafrizal, SE.,ME.,Ph.D*

ABSTRACT

Many Various of celebrity endorser with many various content were exist nowadays, and the role of Gen Z which dominated the population in Indonesia. This phenomenon drives to the increasing of social media user in Indonesia with Instagram become the top 5 social media that most internet user use. Along with those fact, this study aims to examine the impact of celebrity ecorsement mediated with brand awareness, brand attitude in Instagram on Gen Z's purchase Intention from dessert box brand in Indonesia (Bittersweet by Najla). This study used quantitative approach with Gform survey technique. This research found that celebrity endorsement positively influence purchase intention, and both mediation only partially influence purchase intention. Lastly, this research also found that brand awareness and brand attitude play a positive role on purchase intention with celebrity endorsement as the mediating variable.

Keywords: *Gen Z, Purchase Intention, Celebrity Endorsement, Brand Awareness, Brand Attitude, Instagram.*

This thesis is already examined and passed on May 19th, 2021. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dr. Vera Pujani, S.E, MM.Tech	Dr. Yulia Hendri Yeni, S.E, MT, Ak	Syafrizal, S.E, M.E, Ph.D

Acknowledged by,

Head of Management Department

Hendra Lukito, S.E, M.M, Ph.D

Signature

NIP. 197106242006041007

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