

**THE INFLUENCE OF BRAND IMAGE, CELEBRITY ENDORSEMENT,
PRODUCT PACKAGING AND PRODUCT QUALITY ON CONSUMER
PURCHASE INTENTION TOWARDS LOCAL FASHION BRANDS; A CASE
STUDY OF THE EXECUTIVE.**

By

Bushra Saleh Salim Azubaidi
11703024

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BUSINESS ADMINISTRATION_MARKETING CONCENTRATION
FACULTY OF BUSINESS AND COMMUNICATION



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

Revision After Thesis Defence on [12 July 2021]

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Bushra Saleh Salim Azubaidi

Student



25 July 2021

Approved by:



Fiter Abadi, BA, M.B.A

Thesis Advisor

25 July 2021

Dr. Nila Krisnawati, SE., M.M

Dean

Date

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, CELEBRITY ENDORSEMENT, PRODUCT PACKAGING AND PRODUCT QUALITY ON CONSUMER PURCHASE INTENTION TOWARDS LOCAL FASHION BRANDS; A CASE STUDY OF THE EXECUTIVE.

By

Bushra Saleh Salim Azubaidi
Fiter Abadi M.B.A Advisor

SWISS GERMAN UNIVERSITY

The main purpose of this study is to investigate the effect of Brand Image, Celebrity Endorsement, Product Packaging, Product Quality that influence consumer's purchase intention towards local fashion brands in Indonesia, the case study is The Executive. This study aims to understand millennial' purchase intention to local products. This study uses a quantitative method and collects the data through the questionnaire that distributed to The Executive customer that aware of and purchased The Executive product within a year in the Jabodetabek region. The sample in this research was 150 respondents that age between (21-39) years. This research use SPSS software in analyzing pre-test and SMARTPLS to analyze post-test. The finding of this research that Brand Image, Product Packaging, and Product Quality have a significant effect on purchase intention. However, Celebrity Endorsement does not have a significant effect on purchase intention. This study is important as a reference to the local fashion brands to be more appealing in order to face stifle competition with global brands therefore, there are several recommendations for local fashion brands.

Keywords: (Purchase intention, Brand Image, Product Quality, Celebrity Endorsement, Product Packaging, The Executive, local fashion brands).



DEDICATION

I dedicate this works for to my Parents Raja Mohamed, Saleh Salim

And my Brothers and my sister Sara Saleh

And to my dearest friends,
Who was there for me and supporting me in every way possible.

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