

**THE IMPACT OF CELEBRITY ENDORSER AND PRICE
PERCEPTION TOWARDS CUSTOMER PURCHASE
INTENTION AT HOODIEKU**

By

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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.

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ABSTRACT

THE IMPACT OF CELEBRITY ENDORSER AND PRICE PERCEPTION TOWARDS CUSTOMER PURCHASE INTENTION AT HOODIEKU

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People nowadays is very much influenced by celebrities. Whether society admits it or not, are a fame-obsessed culture with an overrated amount of curiosity towards all things celebrity. The purpose of this study is to determine the factors affecting customer Purchase Intention of Hoodieku using Celebrity Endorser such as Awkarin and Price Perception. Celebrity Endorser, in this context of this research, are popular people that have a huge impact on influencing people. Therefore, the study is conducted in order to analyse and provide suggestion to improve their brand. The data from this study was taken from a total complete 135 respondents has been gathered through questionnaire and processed using SPSS. The result, it is proven that Price Perception has more significant influence than Celebrity Endorser towards customer Purchase Intention.

Keywords: Celebrity Endorser, Price Perception, Purchase Intention.



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DEDICATION

I dedicate this thesis to Allah SWT, and for my beloved parents, my classmates and housemates, thank you for the love and support.



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