

## SUMMARY

# PENGARUH PENGGUNAAN CELEBRITY ENDORSER RIO DEWANTO TERHADAP KEPUTUSAN PEMBELIAN POND'S MEN

Created by SANDY ARINATA

- Subject** : PENGARUH PENGGUNAAN CELEBRITY ENDORSER RIO DEWANTO TERHADAP KEPUTUSAN PEMBELIAN POND'S MEN
- Subject Alt** : Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan celebrity endorser Rio Dewanto terhadap keputusan pembelian Pond's Men. Variabel independen terdiri atas celebrity endorser (credibility, attractiveness, dan power) sedangkan variabel depend
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Supervisor