



UNIVERSITAS  
**PRASETIYA MULYA**

TUGAS AKHIR

**Pengaruh *Co-branding* terhadap *Purchase Intention*  
Konsumen Nike: Publik Figur vs *Brand Lain***

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PROGRAM STUDI S1 MANAJEMEN  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2024



**UNIVERSITAS  
PRASETIYA MULYA**  
Sekolah Bisnis dan Ekonomi

**FINAL PROJECT**

**Research**

**The Influence of Co-branding towards Nike Consumer's  
Purchase Intention: Public Figure vs Other Brands**

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**CONCENTRATION IN BRANDING  
STUDY PROGRAM S1 MANAGEMENT  
UNIVERSITAS PRASETIYA MULYA**