



UNIVERSITAS
PRASETIYA MULYA

TUGAS AKHIR

**Pengaruh *Korean Celebrity Endorsement* terhadap
Brand Image, Persepsi Kualitas, dan Intensi
Pembelian Merek *Skincare*
(Berdasarkan Studi Kasus Scarlett x TWICE)**

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**PROGRAM STUDI S1 MANAJEMEN
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**

SAMPUL DALAM



**UNIVERSITAS
PRASETIYA MULYA**

FINAL PROJECT
Research

**The Influence of Korean Celebrity Endorsement on
Perceived Quality, Brand Image, and Purchase
Intention of Skincare Products**
(Based on the Case Study of Scarlett x TWICE)

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**UNDERGRADUATE OF MANAGEMENT PROGRAM
BRANDING CONCENTRATION
UNIVERSITAS PRASETIYA MULYA
JAKARTA, 2023**