

FINAL PAPER

**THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE
AND BRAND CREDIBILITY TO PURCHASE INTENTION ON
COSMETIC BRAND VIVA COSMETICS PRODUCTS IN
SURABAYA**

Written in fulfill academic requirements
to obtain Sarjana Ekonomi Strata Satu

By:

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**INTERNATIONAL BUSINESS MANAGEMENT
UNIVERSITAS PELITA HARAPAN
SURABAYA
2020**



UNIVERSITAS PELITA HARAPAN SURABAYA
STATEMENT OF ORIGINALTY OF FINAL PAPER

I am student from Management Department, Faculty of Economy, Universitas Pelita Harapan Surabaya

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Hereby declare that the work of the Final paper that I created with the title of
**" THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE, AND
BRAND CREDIBILITY TOWARD PURCHASE INTENTION OF
COSMETIC PRODUCT BRAND VIVA IN SURABAYA"** is:

- 1) Created and completed by my own, by using the results of lectures, field reviews and books and journal references listed in the list of references at the end of my Final paper.
- 2) Not a duplication of other papers that have been published or have ever been used to get a degree at another university, except in parts of the information sources listed by proper reference.
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If it is proved that I did not fulfill what has been stated above, the work of this Final paper is invalid.

Surabaya, 15 December 2020
Declared by,



Jilya Christabella Kalesaran



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APPROVAL OF SUPERVISORS

**THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE AND
BRAND CREDIBILITY TO PURCHASE INTENTION ON
COSMETIC BRAND VIVA COSMETICS PRODUCTS IN SURABAYA**

By:

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Has been examined and approved to be submitted and defended in final defence in order to obtain the degree of Sarjana Ekonomi in Faculty of Economy and Business, Universitas Pelita Harapan Surabaya

Surabaya, 15 January 2021

Approving:

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APPROVAL OF FINAL DEFENSE COMMITTEE

On Thursday, 11th January 2021 final defense has been held in order to fulfill academic requirement to obtain degree of Sarjana Ekonomi Strata Satu in Management Study Program, Faculty of Economy and Business, Universitas Pelita Harapan Surabaya on the behalf of:

Student Name : Jilya Christabella Kalesaran
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Including Final defense test by the title of **“THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE AND BRAND CREDIBILITY TO PURCHASE INTENTION ON COSMETIC BRAND VIVA COSMETICS PRODUCTS IN SURABAYA”** panelist team consisting of:

Board of Panelist :	Status	Signature
1. Dr. Yanuar Danajaya, B.Sc, MM	as Head of the Committe and Thesis Advisor	
2. Dr. William Santoso, S.E., M.Ak	as the Member	
3. Dr. Amelia S.E., RFP-I., M.M, CSMA	as the Member	

Surabaya, 15 Januari 2021