

THESIS

**THE INFLUENCE OF ATTRACTIVENESS, TRUSTWORTHINESS, AND
ATTITUDE TOWARDS PURCHASE INTENTION**

**(STUDY OF IM YOON-AH AND LEE MIN HO AS CELEBRITY
ENDORSER FOR INNISFREE PRODUCT)**



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FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ATMA JAYA YOGYAKARTA

APPROVAL PAGE

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Without Revision

This letter of statement is made for Yudisium/Graduation of Bachelor of Accounting in Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

Dean,



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MOTTO

**“You don’t have to be great to start, but you have to start
to be great.”**

(Zig Ziglar)

“Don’t stop when you’re tired, stop when you’re done.”

(Wesley Snipes)

OFFERING

This thesis is presented for people the writer care about:

- My parents
- My family
- My best friends
- My alma mater

PREFACE

Thank God for His abundant blessings, the writer can finish this thesis which is entitled “**The Influence of Attractiveness, Trustworthiness, and Attitude towards Purchase Intention (Study of Im Yoon-ah and Lee Min Ho as Celebrity Endorser for Innisfree Product)**”. This thesis is made in order to fulfil the requirement to earn the Bachelor of Management in Faculty of Business and Economics from Universitas Atma Jaya Yogyakarta. The writer is fully aware that the realization of this thesis is not apart from the guidance and encouragement of several parties. Therefore, in this chance the writer is going to give thanks to:

1. Almighty God which always guide, protect, and encourage the writer on finishing this thesis.
2. Mrs. Nadia Nila Sari, SE., MBA., as the writer thesis supervisor that always help and guide the writer in fulfilling this thesis.
3. Every lecturer in Faculty of Business and Economics from Universitas Atma Jaya Yogyakarta that have share their knowledge to the writer.
4. The writer’s parents, Edy and Yenny, as well as the writer’s family which always supports the writer to accomplish this thesis.
5. The writer’s best friend Theresia, Leonardo, Josephine, Clara, and Steffy.
Thank you for the support you gave on getting this thesis done in time.

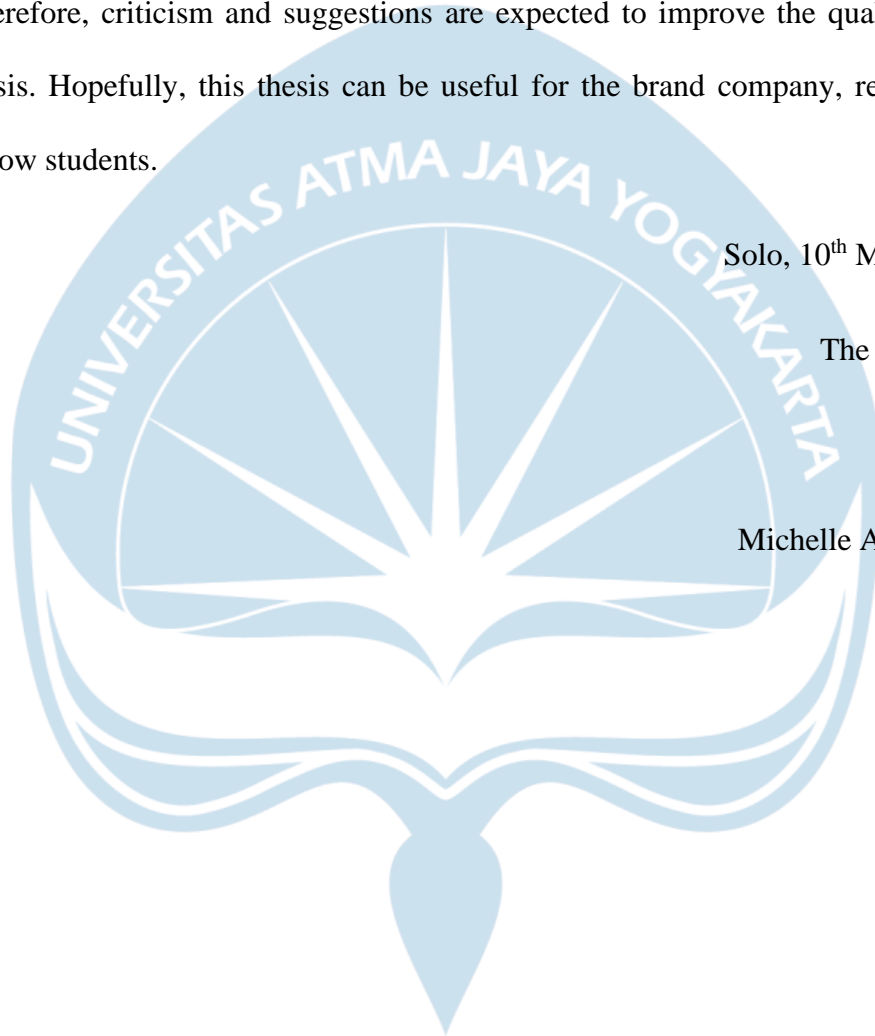
6. Every parties that have help the writer in the process of completing the thesis.

The writer realizes that there are many flaws in the writing of this thesis. Therefore, criticism and suggestions are expected to improve the quality of this thesis. Hopefully, this thesis can be useful for the brand company, readers, and fellow students.

Solo, 10th May 2021

The Writer

Michelle Adeline



STATEMENT OF AUTHENTICITY

With this, the writer states that the writing of this thesis is an original creation of the writer. If this thesis is proven to be a result of duplication or plagiarism from other writers, the writer is willing to accept the consequences as the law applies.

Solo, 10th May 2021

The writer,

Michelle Adeline

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ABSTRACT

This research analysed the determinants of consumer purchase intention towards celebrity endorsement. Previous studies have shown that attractiveness, trustworthiness, and attitude influence consumer purchase intention. This research aims to prove the correctness of this statement. Moreover, this research also attempts to compare between two celebrity endorsers. The method used in this research was quantitative research by means of questionnaire. The result of this research is based on the analysis from Innisfree's consumers in Indonesia.

Keyword: Attractiveness, Trustworthiness, Attitude, Purchase Intention, Celebrity Endorsement