

**THE CONTRIBUTION OF ENDORSEMENT OF BRANDS TO
CONSUMER PURCHASING INTENTIONS**

(A Case of Flimty Fiber Drink)

THESIS

As a Mandatory Requirement to Acquire Bachelor of Management Degree

(S1) in International Business Management Program

Faculty of Business and Economics Atma Jaya Yogyakarta University



Arranged by:

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FACULTY OF BUSINESS AND ECONOMICS

ATMA JAYA YOGYAKARTA UNIVERSITY

2022

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Has been read and approved by:

Supervisor

A handwritten signature in black ink, appearing to be 'Wenefrida Mahestu N Krisjanti', written in a cursive style.

Wenefrida Mahestu N Krisjanti, SE., M.Sc.IB, P.hd

Oktober 2022

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Have been defended before the examining committee on February 10th 2023 and has been
declared as qualified as one of the requirements for bachelor degree (S1) International
Business Management Program

Examining Committees

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Yogyakarta, February 21st 2023
Dean of Faculty of Business and Economics
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**FAKULTAS
DAN EKONOMIKA**


Drs. Budi Suprpto, MBA., Ph.D.

STATEMENT

I, the undersigned, hereby truthfully declare that thesis with the title:

THE CONTRIBUTION OF ENDORSEMENT OF BRANDS TO CONSUMER PURCHASING INTENTIONS

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is completely my own work. Statements, ideas, and quotes whether directly or indirectly sourced from the writings or ideas of others stated in this thesis are contained in the appendix notes and bibliography.

If it is later proven that I have partially or entirely plagiarized someone else's work from this thesis, then the degree and diploma that I obtained are declared cancelled and I will return it to Atma Jaya Yogyakarta University.

Surakarta, October 2022



Stated by

Shelina Laurensia Iskandar

Praise and gratitude to the Lord Jesus Christ for

His inclusion and grace so that the author can complete the thesis entitled "The Contribution of Endorsement of Brands to Consumer Purchasing Intentions".

This thesis is structured to fulfil the academic requirements in completing Strata One studies Management Study Program, Faculty of Business and Economics, Atma Jaya Yogyakarta University.

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ABSTRACT

This research was aimed to study on whether there is an impact of endorsement towards consumer purchase intention. Research on Flimty Fiber was conducted and among 211 respondents, 195 qualified to be processed on SPSS to determine the significance and how much significance does it has. This research aims to help business owners create blueprints for their business' social media advertisements by assessing celebrity endorsement attributes, namely congruency, credibility and expertise and consumers' purchase intention, to help them determine their starting point, In amidst of the popularity of digital advertising, business owners tend to create their own digital advertisements through their social media accounts, yet some business owners find it difficult for them to determine which tools to use to make their advertisements effective.

Keywords: Endorsement, Purchase Intention, Celebrity