

**PENGARUH SELEBRITI ENDORSER DAN CITRA MEREK  
TERHADAP KEPUTUSAN PEMBELIAN KICK DENIM**

**DRAFT SKRIPSI**

Untuk Memenuhi Persyaratan Sidang Skripsi

Konsentrasi Manajemen Pemasaran

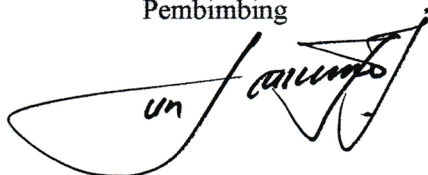
Program Studi Manajemen Fakultas Ekonomi

Universitas Pasundan

Bandung, juni 2017

Menyetujui

Pembimbing

A handwritten signature in black ink, appearing to read 'un Undang Juju', written over a large, stylized, looped signature.

**Dr.H Undang Juju S.E., M.P**

Dekan

A handwritten signature in black ink, appearing to read 'Atang Hermawan', written in a cursive style.

**Dr.Atang Hermawan,SE.,MSI.,AK**

Ketua Program Studi

A handwritten signature in black ink, appearing to read 'Wasito', written in a cursive style.

**Wasito,SE.,MSI**