

LAPORAN TUGAS AKHIR



THE ROLE OF BRAND IMAGE IN MEDIATION OF THE RELATIONSHIP OF CELEBRITY ENDORSER WITH THE BRAND EQUITY OF TRAVELOKA

Disusun Oleh :

Penulis : 1. (Azzuar Kristiadi, 0218101628)
: 2. (Bahyu, 0218101588)
: 3. (Riki Agustinus, 0218101592)
: 4. (Clara Fauzia, 0218101171)
: 5. (Rafly Mahardika, 0218101622)

(Dr. Ryan Kurniawan, S.E., M.M 1120380001/001703530)

Publikasi : *Review of International Geographical Education (ISSN:2145-0353)*

Judul Artikel : *The Role Of Brand Image In Mediation Of The
Relationship Of Celebrity Endorser With The Brand Equity
Of Traveloka*

PROGRAM STUDI MANAJEMEN S1

FAKULTAS EKONOMI BISNIS

UNIVERSITAS WIDYATAMA

FEBRUARI 2022