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Wakil Dekan Bidang Akademik,

Dr. Phil I Ketut Gunawan, MA.

NIP. 19631222 199002 1 001

Pengaruh *Physical Attractiveness* dan *Source Credibility Celebrity Endorsement* pada Produk *Something* terhadap *Word of Mouse* melalui *Customer Attitude*

SKRIPSI

Diajukan Guna Memenuhi Persyaratan Memperoleh
Gelar Sarjana Strata I

Oleh
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FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS MULAWARMAN

SAMARINDA
2023