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PENGARUH CELEBRITY ENDORSEMENT DAN ELECTRONIC WORD  
OF MOUTH SERTA HARGA TERHADAP KEPUTUSAN PEMBELIAN  
SCARLETT WHITENING BODY LOTION DI KOTA SAMARINDA

SKRIPSI

Diajukan Guna Memenuhi Persyaratan Memperoleh  
Gelar Sarjana Strata I

Oleh

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PROGRAM STUDI ADMINISTRASI BISNIS  
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