

## **Certificate of Publication**

This certifies that the research paper entitled "The Power Play: How Celebrity Endorser redibility and Digital Marketing Shape Purchase Decisions through Brand Equity" authored by "Megalista" was reviewed by experts in this research area and accepted by the board of "Quest Journals Publication" which has published in "Quest Journal of Research in Business and Management", ISSN (Online): 2347-3002, Volume-11, Issue-10, Page No.: 66-73, [2023].

Article is available online at <a href="http://www.questjournals.org/jrbm/archive.html">http://www.questjournals.org/jrbm/archive.html</a>

Impact Factor of the Journal is: 5.89 Journal is Peer Reviewed Refereed Journal.

You may contact to Journal for any query at quest@editormails.com

Managing Editor

Managing Editor
Quest Journals Inc.

Mail id: quest@editormails.com Website: www.questjournals.org



## **Certificate of Publication**

This certifies that the research paper entitled "The Power Play: How Celebrity Endorser redibility and Digital Marketing Shape Purchase Decisions through Brand Equity" authored by "Nanny Roedjinandari" was reviewed by experts in this research area and accepted by the board of "Quest Journals Publication" which has published in "Quest Journal of Research in Business and Management", ISSN (Online): 2347-3002, Volume-11, Issue-10, Page No.: 66-73, [2023].

Article is available online at <a href="http://www.questjournals.org/jrbm/archive.html">http://www.questjournals.org/jrbm/archive.html</a>

Impact Factor of the Journal is: 5.89 Journal is Peer Reviewed Refereed Journal.

You may contact to Journal for any query at quest@editormails.com

\* Quest Journals \*

Managing Editor
Quest Journals Inc.

Mail id: quest@editormails.com Website: www.questjournals.org



## **Certificate of Publication**

This certifies that the research paper entitled "The Power Play: How Celebrity Endorser redibility and Digital Marketing Shape Purchase Decisions through Brand Equity" authored by "Pudjo Sugito" was reviewed by experts in this research area and accepted by the board of "Quest Journals Publication" which has published in "Quest Journal of Research in Business and Management", ISSN (Online): 2347-3002, Volume-11, Issue-10, Page No.: 66-73, [2023].

Article is available online at <a href="http://www.questjournals.org/jrbm/archive.html">http://www.questjournals.org/jrbm/archive.html</a>

Impact Factor of the Journal is: 5.89 Journal is Peer Reviewed Refereed Journal.

You may contact to Journal for any query at quest@editormails.com

Managing Editor

Managing Editor
Quest Journals Inc.

Mail id: quest@editormails.com Website: www.questjournals.org