JURNAL THE MESSENGER, PUBLISHER: DEPARTMENT OF COMMUNICATION, UNIVERSITAS SEMARANG
Jl. Soekarno Hatta, Tlogosari Semarang, Indonesia 50196
Email: jurnalthemessenger@usm.ac.id

JURNAL THE MESSENGER
AUTHORS' STATEMENT OF ORIGINALITY

To:
Editor-in-Chief
Jurnal The Messenger

With this letter I/We declare that:

Title of Article : Hallyu Stars in the Philippines: Effects of Brand and Endorser's Credibility on Filipino Purchase Intention

Author(s) Name :
1. Eunizer Aldrich A. Roño
2. Jean Paolo G. Lacap
3. Jeren B. Quipia
4. Albert John C. Paral
5. Mary Devine L. Sablas
6. Nicanor Jayson Coro

has been approved by the co-author/s to be published in the [Jurnal The Messenger], does not contain plagiarism as a whole or in parts, and is not currently being submitted/ processed in other journals.

.....Sta. Mesa.....(City), ...December.....(Month), ...12.....(Date), ...2024.....(Year)

Authors	**Signatures**
1st Author (Full Name with Title) Eunizer Aldrich A. Roño	
2nd Author (Full Name with Title) Jean Paolo G. Lacap	
3rd Author (Full Name with Title) Jeren B. Quipia	
4th Author (Full Name with Title) Albert John C. Paral	
5th Author (Full Name with Title) Mary Devine L. Sablas	
6th Author (Full Name with Title) Nicanor Jayson Coro	

*Send this signed form to **jurnalthemessenger@usm.ac.id**