



**JURNAL THE MESSENGER
 COPYRIGHT TRANSFER AGREEMENT**

I/We certify that the work reported here has not been published before and contains no materials the publication of which would violate any copyright or other personal or proprietary right of any person or entity.

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


 Author(s) Name : 1. Eunizer Aldrich A. Roño 5. Mary Devine L. Sablas
 2. Jean Paolo G. Lacap 6. Nicanor Jayson Coro
 3. Jeren B. Quipia
 4. Albert John C. Paral
 Affiliation and Address : ^{1 3 4 5 6} Polytechnic University of the Philippines - College of Business
 Administration Graduate Studies, Sta. Mesa, Manila, Philippines

 2 City College of Angeles, Angeles City and Polytechnic University

of the Philippines, Sta. Mesa, Manila, Philippines.....

I, the corresponding author, acting with consent of all authors listed on the above manuscript, hereby agree to transfer copyright of work to Department of Communication, Faculty of Information Technology and Communication, Universitas Semarang as the journal publisher. I/We reserve the following: 1) All proprietary rights other than copyright, such as patent rights, 2) The right to use all or part of this article in the future works of our own, such as in books and lectures.

Date : December 12, 2024
 Principal Author : Jean Paolo G. Lacap

Signature : (original) 

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