

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON THE
PURCHASE DECISION OF ERIGO PRODUCTS IN SHOPEE
MARKETPLACE**

Submitted as one of the requirements for obtaining a Bachelor of Management
degree from the Telecommunications and Informatics Business Management
Study Program

Arranged by :

Nama: Octa Galuh Charisma

NPM: 1401202606



**Telkom
University**

Academic Advisor 1

A handwritten signature in blue ink, appearing to be 'Indrawati'.

Prof. Indrawati, Dra., M.M., Ph.D.

Academic Advisor 2

A handwritten signature in blue ink, appearing to be 'Ardio Sagita'.

Ardio Sagita, S.E., M.Sc.

**INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMIC AND BUSINESS**

TELKOM UNIVERSITY

**BANDUNG
2023**