THE INFLUENCE OF E-WOM ON TIKTOK TOWARDS PURCHASE INTENTION OF LOCAL SKINCARE (CASE: SOMETHINC)

MINI THESIS

Submitted as one of the requirements for obtaining a bachelor's degree from International ICT Business Study Program

Proposed By:

Prily Calista Putri Yones 1401172291



INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG

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