

PREFACE

Bismillahirrahmanirrahim, All praises be to the God Almighty, Allah SWT. by His mercy and blessings, I am able to finish this proposal thesis contains three chapters of my final research with title “The Influences of Flash Sale Promotion On Shopping Enjoyment and Impulsive Buying of Shopee Consumers Indonesia”

I would like to express my gratitude to the God Almighty for giving me the great opportunity to fulfil one of requirement graduate from S1 International ICT Business, Faculty of Economic and Business, Telkom University. I can say that I gained so much insight and knowledge that will prepare me for the next stage after graduating from university. In fact, I could not have reached my current level of success without the support of a strong group, the continuous support that has been given since the beginning of this thesis proposal. I would like to say my deepest thank you to those who support morally and physically since the very beginning of conducting this mini-thesis, namely to:

1. My Parents; Nyoto Priyono and Diar Widiarti for their endless support.
2. My Brother&His Partner, M Ilham P & Fasya Amalia for taught me about many knowledges on this thesis.
3. Mrs. Indrawati, Ph.d as my supervisor who has contributed greatly in taking her time, thoughts, and attention in guiding, directing and providing advice for the author in completing this thesis.
4. Mr. Tri Djatmiko as my guardian lecturer who has provided direction to me from the beginning of entering this university.
5. Arlinda, Kak Valisha and Raissa as my supporting system during all the process.
6. Last but not least, My self for staying true during the process of creating this research.

In terms of writing technique, language structure, and scientific awareness, the writer recognizes that this final product is far from ideal. For this reason, the authors really hope for constructive criticism and suggestions for future improvements. The author also hopes that this Final Project can be useful especially for the author herself, and generally for all students in the world.

Bandung, 1st March 2022

Intan Nur Azizah