

PREFACE

Alhamdulillah, praise is to our gratitude to the presence of Allah SWT, who has given His grace and gifts to complete this paper on time. This paper is entitled ""THE EFFECT OF ELECTRONIC WORD OF MOUTH ON BRAND IMAGE AND PURCHASE INTENTION IN SHOPEE. ""The objective of this mini-thesis proposal is to fulfill one of the requirements of the Bachelor of International ICT Business Study Program, Faculty of Economics and Business, Telkom University Bandung.

In this study, the author gets a lot of advice, feedback, suggestion, and massive inspiration from various groups. Therefore, the author would like to thank:

1. Adhi Prasetyo, ST. MM. as author's supervisor who always guides, gives direction, and motivates the author in compiling this mini thesis.
2. Indira Rachmawati, S.T., M.S.M., Ph.D. and Dr Helni Mutiarsih Jumhur, S.H., M.Hum. as an examiner who are willing to assess and evaluate this mini thesis.
3. Riris Rismayani, SMB., S.Pd., M.M. as author's academic supervisor who has guided the author from the beginning of the lecture to the completion of the study period..
4. Dr. Ratri Wahyuningtyas, S.T., M.M. as the Dean of Faculty of Economics and Business, Telkom University.
5. Ratih Hendayani, S.T., M.M., Ph.D. as the Head of the Study Program of MBTI.
6. All the lecturers of Faculty of Economic and Business, Telkom University.
7. M. Syawal SH. MM. and Zulfi Amir as the author's parents who are always motivating in his study.

8. Riza Amarta Rangsang is the author's boyfriend who wants to be beside the author until this research is done. He has the willingness to support her, and the author loves him.

However, the author knows that there are certain shortcomings in the arrangement of this research. Therefore, the author expects criticism and suggestions to be better in the future.

Bandung, 22 June 2022

Who make the statement,

A handwritten signature in black ink, appearing to be 'Nabila Elsy Shafira', written in a cursive style.

Nabila Elsy Shafira

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