PREFACE

within the call of Allah, the most Gracious, the most Merciful. First and foremost, the writer's heartfelt gratitude. May peace and blessings be upon Allah SWT, the Lord of the Universe, and our prophet Muhammad SAW, his family, and his followers. I can honestly say that I gained a lot of insight and knowledge that will help me prepare for the next stage in my life after I graduate from university. Indeed, I could not have reached my current level of achievement without the help of good people around me, whose support has been ongoing since the beginning of this thesis proposal. So, the author wants to say thank you to:

- 1. I need to express my gratitude to my dear Bunda and Ayah for their by no means-ending prayers, love, and support.
- 2. My Abang and Ihsan for everlasting support.
- 3. Mr. Dr. Adhi Prasetio, S.T., M.M. as my first supervisor thank you for your patience and contributions, and devotion to give her time to consider the completion of this thesis.
- All lecturers from Telkom University, especially in the International ICT Business Study Program.
- all my closest friends, my dearest support system in Mb-42-Int-02 International ICT Business Telkom University for their unconditional support, cheers to sleepless nights, to tears, to laughs, to great times, I'm signing off.
- 6. Last but not least, I want to thank myself for believing in me, putting in so much effort, working without a day off, never giving up, and always being myself. This thesis should be helpful for individuals who want to conduct additional study or for the advancement of education.