

PREFACE

Praise and Gratitude the author wishes to the presence of Allah SWT, because of His abundance of grace and guidance, the author can complete the preparation of the thesis entitled "INFLUENCE DIMENSION OF E-WOM AND BRAND IMAGE ON PURCHASING DECISIONS THROUGH HALAL PRODUCT IMAGE : A Study at Wardah Cosmetic" as one of a requirement to obtain a Bachelor Degree in International ICT Business at Telkom University.

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The author realizes that this thesis is far from perfect, both in writing, language structure, or scientific perception. So the authors really hope for suggestions and constructive criticism to be improved in the future. The writer also hopes that this thesis will be useful for the writer himself and others in general for Telkom University students.

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