

FOREWORD

Alhamdulillah, all praise be to the author for praying for the presence of Allah SWT because for the overflow of His Mercy, the author was able to complete the mini thesis with the title "THE EFFECT OF E-WOM ON PURCHASE INTENTION MEDIATED BY INFORMATION USEFULNESS AND INFORMATION ADOPTION (STUDY ON SKINTIFIC PRODUCT)". The purpose of writing this thesis is to meet one of the requirements for graduating from the Bachelor Degree International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

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The author realizes that still with limited knowledge, experience and writing ability, this thesis does not escape from mistakes and is not perfect, but the author hopes that this mini thesis can be useful for the author and for all parties who are willing to take advantage of it.

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