

PREFACE

All praise be to the presence of Allah SWT, because of the abundance of His Grace and Guidance, the writer can complete the thesis with the title “Factors that Influence Adoption of Social Media for Marketing Activity and The Effect on SME Business Performance in Bandung”. The purpose of writing this thesis is to fulfill one of the graduation requirements for the Undergraduate study program of International ICT Business Faculty of Economics and Business, Telkom Bandung University.

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