

PREFACE

Praise and gratitude the author goes to the presence of Allah SWT, because of the blessing and guidance, the author was able to complete the preparation of the thesis entitled “INFLUENCE OF INFORMATION TECHNOLOGY AFFORDANCE ON PURCHASE INTENTION ON TIKTOK’S LIVE STREAMING SHOPPING”, as aims to fulfill the requirements of an undergraduate degree in the Department of Business Administration, Faculty of Communication and Business at Telkom University, Bandung. Sherawat and greetings may always be devoted to the Prophet Muhammad SAW, who has guided us from the darkness to the clear light.

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