

PREFACE

Alhamdulillah, all praise and thanks be given to the presence of Allah SWT, because of His abundance of grace and guidance, the writer was able to complete the mini-thesis proposal with the title "The Influence Of Consumer Traits And Situational Factors On Consumer Impulse Online Buying Behavior Of Shopee Users In West Java Indonesia". The purpose of writing this thesis is to fulfill one of the graduation requirements for the S-1 level of the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

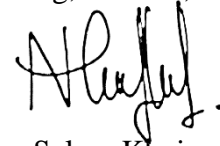
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