

PREFACE

In the Name of Allah, the Most Gracious, the Most Merciful. All praise and gratitude the author pray to the presence of Allah SWT, the lord of the universe because of the abundance of His grace and guidance, and to our prophet Muhammad SAW, may peace and blessing be upon him, his family, and his followers. The writers would like to express their gratitude for the abundance of His grace and guidance, the author can complete a mini-thesis with the title "THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON THE PURCHASING DECISION OF HOUSEHOLD APPLIANCE PRODUCTS IN TOKOPEDIA MARKETPLACE IN BANDUNG"

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