

PRFACE

Alhamdulillah, all praise be to Allah SWT for the presence of Allah SWT because of the abundance of His grace and guidance the writer can complete the mini thesis with the title "THE EFFECT OF E-WOM AND BRAND IMAGE ON PURCHASE DECISIONS: A Study at Inglot Halal Nail Polish". The purpose of writing this mini thesis is to fulfill one of the requirements for graduation from the bachelor's degree in the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this study, the authors received a lot of guidance, criticism, suggestions and motivation from various parties. Therefore, the author would like to thank:

1. Mrs. Dra. Indrawati, M.M, Ph.D., as the Advisor for taking the time, guidance, support, providing prayers, motivation, suggestions and directions from the start to the end of the thesis preparation.
2. Mr. Dr. Teguh Widodo, S.E., S.T., M.M., as the first examiner lecturer who has taken the time to examine and provide direction in writing this mini thesis.
3. Mr. Dedi Iskanto, S.E., M.M., as the second examiner lecturer who has taken the time to examine and provide direction in writing this mini thesis.
4. Mr. Mohammad Yudha Febrianta ST., M.M., as lecturer guardian in Telkom University, who has given me so much support and guidance in finishing my degree in Telkom University
5. All the lecturers of International ICT Business and MBTI study program at Telkom University, who given me so much knowledge during my study in Telkom University
6. My family, especially my mother Yuli Andriani Suganda, my grandfather Adang Suganda and my grandmother Yayah Sukayah, who have always been supporting me to finish my study in International ICT Business Study Program at Telkom University;

7. The author's best friend, Afrafara and Jihan who always provide encouragement, support, advice, and help to the author during study in Telkom University.
8. All member of MB-43-INT-3 who strive together to finish our degree in Telkom University
9. All parties who have provided support to the authors during the implementation and preparation of the research.

In this research, with all the limited knowledge, the writer realizes that this research is still far from being perfect. With all humility, the authors hope that all the deficiencies that exist in this study can be used as learning material for better research in the future. Constructive criticism and suggestions are also very much hoped for improvement in the future.

Bandung, 04 January 2022

A handwritten signature in black ink, appearing to read 'firlyna', with a large, stylized initial 'f' on the left and a horizontal line extending to the right.

Firly Assyifa Camilien