

PREFACE

Praise and gratitude, pray to Allah SWT; I would like to thank and say Alhamdulillahirrabbi'l'alamin because, with His Grace and Hidayah, the author can finish the mini thesis proposal with the title **“ANALYSIS OF THE IMPACT OF CUSTOMER REVIEW AND INFLUENCER ENDORSEMENT ON PURCHASE INTENTION: A CASE STUDY OF SOMETHINC PRODUCTS”** as one of the requirements for completing the Bachelor Degree in International ICT Business Study Programme at Telkom University's Faculty of Economics and Business.

The author realizes that the research still has many errors in writing due to the author's limited knowledge and capabilities. The author also realizes that the preparation and completion of writing the final project will only be successful with the help, support, criticism, suggestions, and motivation from many parties. Therefore, I am Endah Dwi Lestari, would like to thank:

1. Dr. Adhi Prasetyo, S.T., M.M., as the final project supervisor, has spent much time giving me guidance, advice, knowledge, and motivation
2. M. Yudha Febrianta S.T., M.M., as an academic supervisor who has provided support and motivation
3. My parents, Mr. Djarwo and Mrs. Sri Lestari, always give the author support, care, love, and prayers so that the author can complete the preparation of this thesis proposal properly
4. My brother, Fajar A. Prasetyo; my sister, Winny Edika Putri; and my cousins Agus Dwi, Wahyuningsih, and Novi Akas, who always provide prayer, motivation and always be my life support
5. My dear friend, Desi Wisdafitriah, Helmalia Widyaningrum, Retno Dewanti, Nita Febrianty, Jihan Nurfaizah Alana, and Anisa Lathofia who are always want to help, support, give advice, exchange ideas and motivate me.