

**THE INFLUENCE OF TIKTOK EWOM ON PURCHASE
INTENTIONS FOR THE ORIGINOTE SKINCARE
PRODUCTS**

MINI THESIS

Written as one of the requirements for obtaining a bachelor's degree
from the Study Program ICT Business International

Arrange by:

Name: IRFAN ADRIANSYAH

Student ID Number: 1401202591



INTERNATIONAL ICT BUSINESS STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

TELKOM UNIVERSITY

2024