

FOREWORD

First and foremost, the author would like to express an appreciation and gratitude for Allah SWT's grace. Because, without the gift of his grace, the author is unable to carry out the mini-thesis with the title "The influence of TikTok eWOM on Purchase Intention for The Originote Skincare Products" in order to complete the subject. "Mini Thesis" In the author's mini-thesis, abundant guidance, valuable constructive feedback, and helpful suggestions have been received from numerous individuals. Consequently, the author extends sincere appreciation to the following individuals:

1. Mr. Dr. Riski Taufik Hidayah, S.E., M.M. as a mentor and supervisor who offered direction, specialized expertise, and invaluable recommendations to support the author in completing this mini-thesis.
2. Mrs. Dr. Irni Yunita S.T., M.M. As the author's guardian lecturer, Mrs Irni Yunita has consistently provided support, motivation, and guidance throughout the author's academic career at Telkom University.
3. The author expresses gratitude to their dearly departed father, Mr Andrianto S.E., recognising that his love still guides the author through life's challenges. The author also thanks her mother, Mrs. Tini Sutini S.E., for her unending prayers and unwavering support throughout their academic endeavours.
4. The author's intimate circle, consisting of Aldan Ferdianda, Genadi Septiansyah, Osama Al Adami, and Muhammad Nabil Afif, actively contributed to supporting and facilitating the completion of this mini-thesis.
5. To everyone who took part as a respondent or in any capacity and made contributions either directly or indirectly to the mini-thesis.

While acknowledging that this mini-thesis isn't flawless, the author aspires for it to act as a valuable resource for forthcoming research endeavours, offering significant insights into the marketing study field.