

## PREFACE

Alhamdulillah, by the Grace of Allah SWT, the author finally succeeds in finishing this mini thesis, titled as "The Effect of Electronic Word of Mouth (e-WOM) On Online Purchase Intention: A Case Study of Consumer of Barenbliss". The objective of this mini-thesis proposal is to fulfil one of the requirements to achieve the Bachelor of Management Degree from International ICT Business Study Program.

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