THE EFFECT OF EWOM ON PURCHASE INTENTION MEDIATED BY BRAND EQUITY OF WHISKAS ON SHOPEE

MINI THESIS

Written as part of the requirement to complete the Bachelor's Degree from International ICT Business Program Study

Written by

Name StudentID : Raihana Fadhilah : 1401200338



INTERNATIONAL ICT BUSINESS FACULTY OF ECONOMICS AND BUSINESS TELKOM UNIVERSITY BANDUNG 2024