

## FOREWORD

Completing this mini thesis has been a fulfilling experience, and Author is delighted to present the culmination of Author's research with the title "The Effect of EWOM on Purchase Intention Mediated by Brand Equity of Whiskas on Shopee".

This mini thesis proposed to fulfill a graduation requirement for the S1 International ICT Business program at Telkom University Bandung's Faculty of Economics and Business. Author recognize that this achievement wouldn't have been possible without the support of others. Therefore, Author would like to express Author's sincere gratitude to:

1. Author's parents, for their unwavering support, both emotionally and financially, has been a constant source of strength throughout this journey. Their guidance and encouragement have been invaluable, and Author is forever grateful for their love and sacrifices.
2. Author's academic lecturer, Prof. Dra. Indrawati, M.M., Ph.D. for the expertise, guidance, and constructive feedback that have been instrumental in shaping this mini-thesis. Author is truly fortunate to have had the opportunity to learn from Prof. Dra. Indrawati, M.M., Ph.D.
3. Author's friend, Reisha Rani Putri Angkasa Tri Dharma Hadi, for her constant help, insightful discussions, and unwavering support. Her presence kept Author motivated and provided a welcome companionship throughout the process.
4. To everyone else who offered their help and support along the way, Author would like to express the deepest thanks to them as well.