

## **FOREWARD**

Alhamdulillah, all praise be to Allah SWT, the Most Gracious, the Most Merciful. With His infinite blessings and guidance, the author can complete the thesis with the title “THE EFFECT OF EWOM AND HALAL PRODUCT IMAGE ON CONSUMER PURCHASE INTENTION AND MEDIATING ROLE OF BRAND EQUITY: A STUDY OF INNISFREE BRAND”

The purpose of writing this thesis is to fulfill one of the requirements for graduation from the bachelor’s degree in the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this research, the author received a lot of guidance, criticism, suggestions, and motivation from various parties. Therefore, the author would like to thank:

1. The author expresses profound gratitude to the author’s parents, M. YUSUF HADI and MARISCA IRAWATI, for their steadfast affection and assistance during the author's thesis endeavour.
2. The author would like to express sincere gratitude to Prof. Dra. INDRAWATI, M.M., Ph.D., for her invaluable guidance and support as the author's thesis advisor and guardian lecturer.
3. The author thanks Raihana Fadhilah for her constant assistance, thought-provoking conversations, and steadfast support. Her presence was a source of motivation and companionship for the author during this challenging process.
4. The author expresses gratitude to all individuals who have provided support throughout this process.