

PREFACE

Praise and gratitude are sincerely extended to God Almighty for His boundless guidance and blessings, which have enabled the completion of this thesis, titled "**Analysis of Internet Consumption Behavior and Interest of Gen Z: A Case Study of Indonesia Comnets Plus Company Provider Users in Ciledug Subdistrict.**" This thesis is submitted as a fulfillment of the requirements for completing my undergraduate degree in Business Administration.

This research aims to explore and analyze the patterns, preferences, and influencing factors behind the internet consumption behavior of Generation Z, specifically focusing on users of PT. Indonesia Comnets Plus in the Ciledug Subdistrict. It is my hope that this study provides valuable insights to both academia and the telecommunications industry, contributing to the growing discourse on digital behavior and service optimization.

I would like to express my deepest gratitude to my academic advisor, lecturers, and peers for their unwavering support, insightful guidance, and constructive feedback throughout this journey. My heartfelt appreciation is also extended to my family and friends, whose encouragement, patience, and understanding have been my constant source of strength.

While every effort has been made to ensure the quality and accuracy of this work, I welcome constructive criticism and suggestions for improvement. It is my sincere hope that this thesis serves as a meaningful contribution to the field of business administration and inspires further research on this topic.

I would like to extend my heartfelt thanks to the following individuals and groups for their invaluable support and contributions during the completion of this thesis:

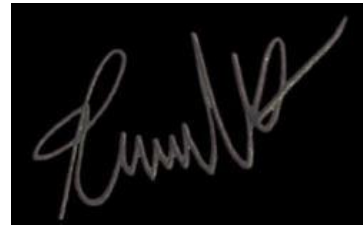
1. Advisor:
 - Dr. Mahir Pradana, for his tireless guidance, constructive feedback, and encouragement throughout the entire research process.
2. Examiners:
 - Dr. Sita Deliyana Firmialy, for her insightful suggestions and rigorous evaluation that enhanced the quality of this thesis.
 - Dr. Syahputra, for his detailed critique and valuable perspectives that significantly shaped this research.
3. Parents:
 - Tedy Firmansyah and Fhitrya Astuti, for their unconditional love, sacrifices, and unwavering support, which have been the foundation of my journey.

4. Euro Team:

- Muhammad Daffa, for his assistance and camaraderie.
- Arief Aulia Rahman, for his encouragement and collaboration.
- Muhammad Ryand Alamsyah, for his positivity and thoughtful input.
- Sayyid Ibda Faletahan, for his guidance and steadfast support.
- Bintang Rizqullah, for his invaluable motivation and constant encouragement.

I am deeply grateful to all the individuals and organizations who have contributed, directly or indirectly, to the successful completion of this thesis. May this work serve as a reflection of our collective effort and shared aspirations.

Bandung, November 16, 2024

A black and white image of a handwritten signature in cursive script, appearing to read 'Muhamad Ridho Ferdiansah'.

Muhamad Ridho Ferdiansah

Student ID: 1501213416