PREFACE

Praise be to the writer for the presence of God Almighty, for His blessings and mercy, the author can carry out and have completed the mini thesis titled "Variables Influencing The Purchase Decision Towards Reddoorz and OYO Rooms" smoothly. This mini thesis is prepared to fulfill one of the requirements to get a Bachelor of International ICT Business degree at the Faculty of Economics and Business, University of Telkom.

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The author realizes that this mini thesis is far from perfect, both materially and in the presentation of this mini thesis, therefore all forms of criticism and constructive suggestions are very much expected by the author for the perfection of subsequent tasks. The author hopes that this mini thesis can be useful for writers and for every reader, especially students of the Faculty of Economics and Business, University of Telkom.

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Lathiefa Risqiadinda