APPROVAL PAGE

THE INFLUENCE OF BRAND AMBASSADOR ZASKIA SUNGKAR AND ELECTRONIC WORD OF MOUTH TOWARDS PURCHASE INTENTION (A STUDY ON WARDAH COLORFIT VELVET MATTE LIP MOUSSE)

Proposed as one of the requirements to complete the Bachelor Degree in International ICT Business Study Program

> Compiled by: Eko Dinar Purnamawati 1401174427



Supervisor

(Dr. Adhi Prasetio, S.T., M.M)

INTERNATIONAL ICT BUSINESS FACULTY OF ECONOMICS AND BUSINESS TELKOM UNIVERSITY BANDUNG 2021