

**THE EFFECT OF SOCIAL MEDIA USE AND PEER INFLUENCE IN THE
MILLENNIAL GENERATION ON PURCHASE DECISION THROUGH E-
WOM AS VARIABLE INTERVENING IN *THIS IS APRIL***

MINI THESIS

Proposed as one of the requirements for Obtaining a Bachelor Degree in International
ICT Business

Compiled by :

AYU NUR ABDILLA

1401184456



INTERNATIONAL ICT BUSINESS

FACULTY OF ECONOMIC AND BUSINESS

TELKOM UNIVERSITY

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