

PREFACE

Praise and gratitude for the grace of Allah SWT, thanks to His mercy and grace, so that this mini-thesis with the title “THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISION OF INNISFREE” can be completed. This mini-thesis was made to fulfill the final project in the field of International ICT Business studies. In addition, the preparation of this thesis aims to add insight to the reader about the impact of social media marketing on consumer purchase decision.

This mini-thesis was prepared with the author's hard work and the people who supported the author. Therefore, in particular, the author would like to thank those who helped in completing this mini-thesis.

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However, the author realizes that there are many shortcomings in the arrangement of this research. Therefore, the author expects criticism and suggestions to be better in the future.

Bandar Lampung, September 23, 2021

A handwritten signature in black ink, consisting of several overlapping loops and horizontal strokes, positioned above the author's name.

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