

PREFACE

Praise be to Allah SWT who has bestowed grace and gifts, so that the author is given the strength and can complete the thesis entitled “THE INFLUENCE OF E-MARKETING MIX ON PURCHASE DECISION OF TOKOPEDIA”.

This thesis aims to fulfill the requirements for obtaining a bachelor's degree in Business Administration, Faculty of Communication and Business, Telkom University. In the process of working on the thesis, the author certainly has obstacles, but all of those who can overcome thanks to prayers, support and assistance from various parties. Therefore, the author would like to say many thanks:

1. My beloved parents, who have given prayers and support during the internship.
2. Mr. Syahputra, S.Sos., M.Sc., Ph.D. as Head of the Business Administration Program.
3. Ms. Yulia Nur Hasanah, S.Si., MBA. as a supervising lecturer who has contributed greatly in the energy, time, and attention to provide guidance, direction, and suggestions as well as providing the best motivation and support to the author, so that can help complete the thesis.
4. Ms. Cut Irna Setiawati, S.AB., MM. as a guardian lecturer who has taken the time and energy to guide and help provide information during lectures on campus and give motivation to do the thesis.
5. All lecturers and Business Administration staff who have provided useful knowledge, insight, and experience while studying at the Business Administration study program, Faculty of Business Communication, Telkom University.
6. Fauzil, who has patiently listened all complaints and who was able to provide all support and assistance during writing of thesis.
7. Avrinka, Zalfa, Erika, Indah, Supak, Naufal, Isan, Syafa, Nurul, and Fatin who have helped everytime, especially by providing support and motivation to do the thesis.
8. Elta, Farah, Wira, and Nafis, who have helped, given support, and as study group friends while studying on campus.

9. To all AB-43-INT class who have helped a lot during to do the thesis and share memories while studying at Telkom University.
10. To all members NCT for entertaining the author during the writing this thesis.
11. To all those who have helped but cannot be mentioned one by one, thank you for your help and prayers.

The author realizes that the writing of this thesis is still far from perfect. For this reason, the author hopes for constructive criticism and suggestions for improving writing in the future. Finally, the author apologizes for any shortcomings in this thesis. Hopefully, this thesis will be useful for author, lectures, students, and readers in general.

Bandung, 06 January 2022

A handwritten signature in black ink, appearing to read 'Firda Amelia', with a horizontal line underneath the name.

Firda Amelia