

**SOCIAL EXTERNAL FACTOR IN AFFECTING DECISIONS MAKING  
AND CONSUMER BEHAVIOR FOR ECOMMERCE PLATFORM**

MINITHESIS

Proposed as one of the requirements to obtain a bachelor's degree from  
International ICT Business

Written By:

Nur'ainun afifah

1401174516



**INTERNATIONAL ICT BUSINESS  
FACULTY OF ECONOMICS AND BUSINESS**

**TELKOM UNIVERSITY**

**BANDUNG**

**2023**