

PREFACE

Alhamdulillah, the author want to express his gratitude for the presence of Almighty God, Allah SWT for his blessing and all his fortune that the author could done this mini-thesis with title “**SOCIAL EXTERNAL FACTOR IN AFFECTING DECISIONS MAKING AND CONSUMER BEHAVIOOUR FOR ECOMMERCE PLATFORM**”. The purpose of this mini-thesis is to fill proposed as one of the requirements to obtain a bachelor's degree from International ICT Business program, Faculty of Economy and Business, Telkom University Bandung

In this study, the autor got a lot of guidances, critics, suggestion and huge motivation from people around author’s life. Therefore, the author want to say thank you so much to those who were there for the author:

1. Indira Rachmawati, ST., MSM., Ph.Das my supervisor who always guide me for making this mini-thesis.
2. Indira Rachmawati, ST., MSM., Ph.D as my academic adviser during my study in Telkom University.
3. As well for my parents, I want to express my gratitude for alwas support me when I was studying in at Telkom University.