

PREFACE

Alhamdulillah, all praise and gratitude to Allah SWT for His abundance of Grace, the author can complete a mini thesis with the title "THE INFLUENCE OF TIKTOK LIVE STREAMING AFFORDANCE ON CONSUMER'S GIFT-GIVING AND PURCHASE INTENTION ON SOMETHING BEAUTY PRODUCTS". The purpose of writing this thesis is to fulfill one of the graduation requirements of the International ICT Business Undergraduate Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this research, the author received a lot of guidance, criticism, advice, and motivation from various parties so that he could complete this research. Therefore, the author would like to express his gratitude to:

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6. The author's friend who always provides support and assistance in conducting this research.
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The author realizes that there are still limitations in knowledge, experience and writing ability. This mini thesis is not free from mistakes and not perfect, but the author hopes that this thesis can be useful for the author and for all parties who deign to utilize it. This thesis can be useful for the author and for all parties who are willing to use it.

Bandung, 06 June 2023

A handwritten signature in black ink, consisting of a series of vertical, slightly wavy lines that form a stylized representation of the author's name.

Jihan Nurfaizah Alana