

## **PREFACE**

Praise and Gratitude the author wishes to the presence of Allah SWT, because of His abundance of grace and guidance, the author can complete the preparation of the thesis entitled "INFLUENCE DIMENSION OF E-WOM AND BRAND IMAGE ON PURCHASING DECISIONS THROUGH HALAL PRODUCT IMAGE : A Study at Wardah Cosmetic" as one of a requirement to obtain a Bachelor Degree in International ICT Business at Telkom University.

The writer realizes that this thesis would not be finished without the help of various parties. On this Occasion, I would like to express my gratitude to all those who assisted in the establishment of this work, and I would like to thank the honorable:

1. My family, who always support and motivate me in every aspect of my life, from when I was born until now.
2. Dr. Indrawati M.M., Ph.D, as a supervisor who has helped and guided the author in completing the mini thesis. The author is very grateful for the help, the support, the guidance, the knowledge, the time and the patience.
3. Mrs Indira Rachmawati, S.T., M.S.M., Ph.D. and Dr. Teguh Widodo, S.E, S.T., M.M. as my examiners who has contributed their knowledge to the improvement of my mini thesis.
4. Mr. Mohammad Yudha Febrianta ST., M.M. as the guardian lecturer who has contributed greatly by taking the time and providing motivation to the author in completing this study.
5. Siska Noviaristanti, S.SI., M.T., Ph.D. as head of study program in Telkom University, School of Economics and Business who have encourage and facilitated the writer in order to complete the study as soon as possible.
6. Dr. Ratri Wahyuningtyas, S.T., M.M. as dean of Telkom University's School of Economics and Business, thank you for the knowledge that inspired the writer to finish this mini thesis.
7. All lecturers of the International ICT Business study program who have provided understanding of knowledge, insight and experience while the

authors were studying at the Faculty of Economics and Business, Telkom University.

8. All staff at the Faculty of Business Economics, International ICT Business study program for the smooth information and administrative support while participating in this educational program.
9. My close relatives, Evi Sintia Rahma, Fatimatun Nabila and Andy Harjito who have challenged me to be able study on time and have always made me better than yesterday.
10. My friends Firly, Jihan, Chana, Ary nad Ratna who consistently make time for the author despite their hectic schedules and thank you for always cheering me up when I am feeling down.
11. All my friends in MB-43-INT-3 who has helped and supported the author from the beginning until now.
12. All respondents who are willing to take their time to fill out questionnaire used as primary data in this study.
13. Telkom University Bandung is a place to learn and practice, thank you for the happiest memory.
14. All my friends who have accompanied me when I was sad and happy that I cannot mention one by one.

The author realizes that this thesis is far from perfect, both in writing, language structure, or scientific perception. So the authors really hope for suggestions and constructive criticism to be improved in the future. The writer also hopes that this thesis will be useful for the writer himself and others in general for Telkom University students.

Bandung, 10 May 2023



Afafara Syadza Syivana