

PREFACE

All praise and gratitude are due to Allah SWT for His blessings, guidance, and benevolence, which have enabled the author to complete this mini thesis entitled "The Influence of Product, Price, Place, and E-WOM towards Customer Purchase Decision of Mixue Ice Cream and Tea." This mini thesis was prepared to fulfill one of the requirements for obtaining a Bachelor's degree from the International ICT Business study program at the Faculty of Economics and Business, Telkom University.

The completion of this study would not have been possible without the support of various individuals who have provided encouragement, guidance, and direction to the author. Therefore, the author wishes to extend heartfelt gratitude to:

1. Dr. Indrawati, M.M., Ph.D., as the mini thesis advisor, for imparting valuable guidance, directions, and insightful feedback that have steered the author throughout the completion of this research.
2. Puspita Wulansari S.P., M.M., Ph.D. as the guardian lecturer of MB-43-INT-1, who have guided and helped the author to finish lecture activities from the first year to the last year.
3. The author's family for their unwavering prayers, support, and motivation in ensuring the successful completion of this educational endeavor.
4. Fellow colleagues who have provided encouragement, shared knowledge, and moral support throughout the journey of writing this mini-thesis.

This mini thesis writing is not exempt from limitations, be it in terms of time, knowledge, or other resources. Hence, constructive criticisms and suggestions from various parties are highly encouraged to enhance and further develop the research in the future.

In conclusion, it is hoped that this research will provide valuable contributions and serve as an academic contribution that can be applied within both the business and academic realms. The author acknowledges that this study is far from perfect, yet it is the author's aspiration that this study will offer a deeper understanding and insight into the influence of Product, Price, Place, and E-WOM on Customer Purchase Decision at Mixue Ice Cream and Tea.

Bandung, 22 August 2023


Muhammad Dzaky Alkautsar