## THE EFFECT OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA INSTAGRAM TOWARD ON PURCHASING DECISION OF XIAOMI SMARTPHONE

## MINI THESIS PROPOSAL

Submitted as one of the requirements to obtain a Bachelor's Degree in Management from the International ICT Business study program

Arranged by:
Dias Wahyu Ramdani
1401184516



INTERNATIONAL ICT BUSINESS
SCHOOL OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG

2023