

## PREFACE

Praise and gratitude to the presence of Allah SWT and his blessings so that the writer can complete the preparation of the thesis entitled "THE EFFECT OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA INSTAGRAM TOWARD ON PURCHASING DECISION OF XIAOMI SMARTPHONE" in an effort to fulfill the graduation requirements for a bachelor's degree at Telkom University majoring in International ICT Business.

The writer realizes that this thesis is still far from perfect. Thus, the writer has high hopes that this thesis can provide benefits, both for the writer and for other parties who read this thesis.

On this occasion the author expresses his gratitude to all parties who have played a role and assisted in the process of completing this thesis preparation to:

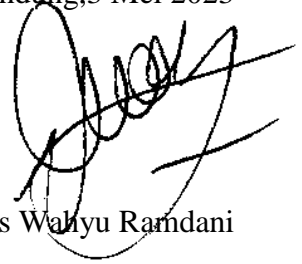
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The author is fully aware that the author in all the preparation of this thesis is far from being limited and lacks knowledge, therefore the author hopes for constructive criticism and suggestions from readers. The author also hopes that this thesis can provide benefits for many parties.

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