RATIFICATION

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH ON THE PURCHASE DECISION OF HOUSEHOLD APPLIANCE PRODUCTS IN TOKOPEDIA MARKETPLACE IN BANDUNG

Submitted as one of the requirements to obtain a Bachelor Degree in the International ICT Business Study Program

> Written By: Nikita Shafira Setiady 1401192545



Supervisor

Dr. Helni Mutiarsih Jumhur S.H., M.HUM.

INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2023