

## PRFACE

Alhamdulillah, all praise be to Allah SWT for the presence of Allah SWT because of the abundance of His grace and guidance the writer can complete the mini thesis with the title "THE EFFECT OF E-WOM AND BRAND IMAGE ON PURCHASE DECISIONS: A Study at Inglot Halal Nail Polish". The purpose of writing this mini thesis is to fulfill one of the requirements for graduation from the bachelor's degree in the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

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In this research, with all the limited knowledge, the writer realizes that this research is still far from being perfect. With all humility, the authors hope that all the deficiencies that exist in this study can be used as learning material for better research in the future. Constructive criticism and suggestions are also very much hoped for improvement in the future.

Bandung, 04 January 2022

A handwritten signature in black ink, appearing to read 'firlyna' with a long horizontal flourish extending to the right.

Firly Assyifa Camilien