

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH THROUGH
INSTAGRAM SOCIAL MEDIA ON BRAND IMAGE TO PURCHASING
INTENTION INSTANT NOODLE (INDOMIE) PRODUCT**

MINI THESIS

Purposed as one of requirement to complete bachelor degree

In ICT Business study program

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PROGRAM STUDY OF INTERNATIONAL ICT BUSINESS

FACULTY OF ECONOMIC AND BUSINESS

TELKOM UNIVERSITY

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