## THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENTS AND E-WOM TOWARDS CONSUMER PURCHASE INTENTIONS ON SKINTIFIC PRODUCTS

## **MINI THESIS**

Written as part of the requirement to complete the Bachelor's Degree from International ICT Business Program Study

## Written by:

Name : Dita Fathima Salsabila

StudentID : 1401200294



INTERNATIONAL ICT BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2024