

FOREWORD

Alhamdulillah, I pray thee Allah SWT to receive the prayers that we call upon thee Allah SWT that grant me a blessing and grace power faithfully to fulfill the author's thesis with the title "THE INFLUENCE OF SOCIAL MEDIA ADVERTISEMENTS AND E-WOM TOWARDS CONSUMER PURCHASE INTENTIONS ON SKINTIFIC PRODUCTS".

The purpose of writing this thesis is to meet one of the graduation requirements for the S1 International ICT Business Study Program Level of Economy and Business Faculty, Telkom University Bandung.

In this study, the author also wants to thank various parties who have provided valuable guidance, assistance, criticisms, suggestions, and motivations, namely:

1. My advisor for the thesis and guardian lecturer, Prof. Dra. INDRAWATI, M.M., Ph.D.
2. My parents, RACHMAD KARTIKAHADI and RIRIN.
3. My beloved friends who were also doing the proposal thesis.
4. And other parties that have been helping me through the process.