

FOREWORD

Alhamdulillah, I beseech Allah SWT to accept our prayers and grant me the blessings and grace to complete this thesis titled "THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND BRAND IMAGE ON PURCHASE DECISION: A Study at Make Over Products."

This thesis aims to fulfill one of the graduation requirements for the S1 International ICT Business Study Program at the Faculty of Economy and Business, Telkom University, Bandung.

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10. All parties who provided support during the research implementation and preparation.

Despite my limited knowledge, I realize that this research is far from perfect. I hope that the deficiencies in this study can serve as learning material for better research in the future. Constructive criticism and suggestions are highly welcomed for future improvements.

Bandung, 13 May 2024

A handwritten signature in black ink, appearing to be 'Nazwa Syarifudin', written in a cursive style.

Nazwa Syarifudin