

## FOREWORD

Alhamdulillah, Under the auspices of Allah SWT's abundant grace, the author is able to conclude a mini-thesis titled “THE IMPACT OF SOCIAL MEDIA INFLUENCER CHARACTERISTICS ON CONSUMER WELL-BEING AND PURCHASE INTENTION TOWARD SOMETHINC PRODUCTS AMONG GENERATION Z IN INDONESIA.” with all the praise and thanks that she prays to Him for. One of the goals of this thesis is to satisfy a graduation requirement for the Faculty of Economics and Business, Telkom University, Bandung's International ICT Business Undergraduate Study Program.

In order to finish this research, the author received a great deal of advice, criticism, inspiration, and suggestions from different people. Thus, the writer would like to express gratitude to:

1. My advisor for the thesis and guardian lecturer, Prof. Dra. Indrawati, M.M., Ph.D., and Ardio Sagita, S.E., M.Sc. as my supervisor and lecturer who has spent a lot of time, providing criticism and suggestions as well as motivation which is very useful for the writer.
2. Dr. Maria apsari sugiat, S.E.Ak., M.M., the first examiner lecturer, for his time, examination, and direction in writing this thesis.
3. Galuh sudarawerti, S.E., MBA., as the second examiner lecturer, for his time, examination, and direction in writing this thesis.
4. Dr. Fetty Poerwita Sary, S.S., M.Pd., my guardian lecturer at Telkom University, for her immense support and guidance throughout my degree.
5. All lecturers of the International ICT Business and MBTI study programs at Telkom University for imparting valuable knowledge during my studies.
6. My family, especially my parents, Iqbal Nugraha, S.H and Feni Fuziani, S.H, M.M., for their unwavering support throughout my studies in the International ICT Business study program at Telkom University.
7. My friends, Nazwa, Fauzan, Ibe, Nabil, Ita and my thesis struggle companions for their continuous encouragement, support, advice, and for listening to my ups and downs.