

FOREWORD

Alhamdulillah, all praise is given from the author to the presence of Allah SWT because of his abundant grace and guidance, the author was able to complete mini-thesis proposal with the title **“The Influence of eWOM @paimonfess on Purchase Intention of Virtual Item on Genshin Impact in Indonesia”**. The purpose of writing this mini-thesis proposal is to fulfill one of the requirements for graduation from the bachelor’s degree in the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this research, the author received a lot of guidance, criticism, suggestions, and motivation from various parties. Therefore, the author would like to thank:

1. Dr. Ratri Wahyuningtyas, S.T., M.M. as the Dean of School of Economics and Business of Telkom University.
2. Ratih Hendayani, S.T., M.M., Ph.D. as the Head of International ICT Business Study Program.
3. Dr. Putri Fariska Sugestie, S.Si., M.Si. as the guardian lecturer of MB-45-INT-2
4. Heppy Millanyani, S.Sos., M.M., Ph.D. as the first supervisor of the author’s mini-thesis writing, who has been giving direction and advice for the success of the thesis writing.
5. Refi Rifaldi Windya Giri, S.T., MBA. as the second supervisor of the author’s mini-thesis writing, who has been giving direction and advice for the success of the thesis writing.
6. Beloved parents of the author, who selflessly raised the author from a very young age, gave the motivation and support to give my best in everything.
7. Beloved sisters who always give support to the author.
8. The parties who directly contributed to the research, the respondent of the research’s questionnaire who have been willing to take their time to contribute to the data collection my friends from @paimonfess who’s helping me spreading the questionnaire

9. My friends who keep supporting me during writing this mini thesis Saskia, Tyas, Deden, Shafira, Satrio, and my friends from ICT 2
10. The academic staff of School of Economics and Business of Telkom University who have shared the information related to the writing of thesis.