

FOREWORD

All praise and gratitude to Allah SWT, because of the abundance of His grace and guidance, the Author could complete this final thesis entitled “The Influence of E-WOM Source Credibility in Beauty Product Reviews Containing Shopee Affiliate Links on Consumer Trust” as a partial fulfillment of the requirement for completing the Bachelor’s Degree of Communication Science from Faculty of Communication and Social Science, Telkom University.

The author has received a lot of help from people and support from various people to overcome the challenges and difficulties the Author faced throughout the process of finishing this final thesis. The author has always been grateful for all the help and support that has been given. Therefore, the Author wishes to offer a heartfelt appreciation to all the parties who have helped in completing this final thesis.

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8. To all of the respondents who have helped the Author by giving their thoughts and time to contribute to this research.

The Author recognizes that the design of this thesis is far from perfect. Therefore, the Author is open to suggestions and constructive criticism for future improvements. The author hopes that this research could benefit many people.

Bandung, 26 May 2025

A handwritten signature in black ink, appearing to read 'Yasmin Nabila', with a stylized flourish at the end.

Yasmin Nabila

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