

PREFACE

Alhamdulillah, all praise and gratitude to Allah SWT because of His grace and guidance the author can complete the thesis with the title **“THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) ON MAYBELLINE COSMETICS PURCHASE INTENTION: MEDIATING EFFECT OF BRAND IMAGE AND BRAND INTEGRITY”**. The purpose of writing this thesis 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.

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The author realizes that this thesis is far from perfect. Therefore, the author

sincerely accepts suggestions and constructive criticism for the sake of improvement and development in the future. Hopefully this thesis can be useful for readers and be a positive contribution to the academic world and practitioners.