THE INFLUENCE OF TRUST IN MEDIATING E-WOM AND SOCIAL MEDIA USAGE TOWARD PURCHASE DECISION INVOLVEMENT AT TIKTOK

MINITHESIS

Proposed as one of the requirements to obtain a bachelor's degree from International ICT

Business

Written By:

Olimvia Agustina Putri

1401192596



INTERNATIONAL ICT BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

TELKOM UNIVERSITY

BANDUNG

2025