

PREFACE

Alhamdulillah, the author wants to express his gratitude for the presence of Almighty God, Allah SWT for his blessing and all his fortune that the author could done this thesis with title “**THE INFLUENCE OF TRUST IN MEDIATING E-WOM AND SOCIAL MEDIA USAGE TOWARD PURCHASE DECISION INVOLVEMENT AT TIKTOK**”. The purpose of this thesis is to fill proposed as one of the requirements to obtain a bachelor's degree from International ICT Business program, Faculty of Economy and Business, Telkom University Bandung

The completion of this thesis would not have been possible without the guidance, assistance, and support of many individuals and institutions. Accordingly, the author would like to extend sincere gratitude and appreciation to the following:

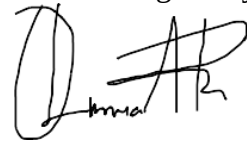
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The author hopes that this research may serve as a meaningful academic contribution, particularly in the areas of digital marketing, consumer behaviour, and social media studies in Indonesia. Despite the author's best efforts, author acknowledges that this work is not without limitations; therefore, constructive criticism and suggestions for future research are most welcome.

Bandung, May 15th 2025

Assigned by,

A handwritten signature in black ink, appearing to read 'Olimvia Agustina Putri', with a stylized 'AP' monogram to the right.

Olimvia Agustina Putri

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