## **FOREWORD**

Alhamdulillah, all praise is due to the author to the presence of Allah SWT because thanks to the abundance of His Grace and Guidance the author was able to complete the thesis/thesis with the title "THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON ONLINE HOTEL BOOKING PURCHASING INTENTION IN ONLINE TRAVEL AGENT". The purpose of writing this thesis is to fulfil one of the requirements for graduation from the Bachelor's/Master's degree in the Study Program Business Management, 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. Mrs. Heppy Millanyani, S.Sos., M.M., Ph.D. as the supervisor who guided the author through her thesis journey and corrects me everytime the author made a mistake.
- 2. Mrs. Indira Rachmawati, S.T., M.S.M., Ph.D. as examiner 1 for being portion of the method and to have made a significant commitment to the improvement of this proposition in addition to advertising quick commentary and accommodating critism amid the evaluation of this proposition.
- 3. Mr. Ardio Sagita, S.E., M.Sc., Ph. D. as examiner 2 for being portion of the method and to have made a significant commitment to the improvement of this proposition in addition to advertising quick commentary and accommodating critism amid the evaluation of this proposition.
- 4. Mrs. Dr. Putri Fariska Sugestie, S.Si., M.Si. as the academic supervisor, for her guidance and advice throughout the author's academic journey.
- 5. All of the instructors at the Faculty of Economics and Business, for sharing their expertise, perspectives, and life experiences, which have greatly enhanced the author's educational path.
- 6. Parents who always believed in the author choice in anything she does and supported the author through every steps she takes.