

PREFACE

Praise be to Allah SWT, for His mercy and grace, the author can complete the thesis entitled “The Effect of Using Augmented Reality on Purchase Intention with Consumer Control as a Mediation Variable of Wardah Beauty” This thesis was prepared as one of the requirements for completing undergraduate education in the International ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

This research is a form of the author's commitment in answering academic challenges as well as a small contribution to the development of digital marketing innovations in the beauty industry. In the process of preparing this thesis, the author received a lot of support, guidance, criticism, and motivation from various parties who sincerely helped the author to this stage.

Therefore, with great respect and gratitude, the author expresses her deep appreciation to:

1. Indira Rachmawati S.T., M.S.M., Ph.D. as a thesis supervisor and academic supervisor, who patiently provided direction, input, and encouragement during this research.
2. Dr. Astrie Krisnawati S.Sos., MSi.M, Dr. Fetty Poerwita Sary, and Ratih Hendayani, S.T., M.M., Ph.D, who has given a lot of advice and support to this research.
3. Both of author parents, Flora Ningsih dan Akhmad Yadi, for the love, prayers, and support that never stop accompanying the author's steps.
4. Friends who are involved in the work of this thesis both directly and indirectly, as well as accompanying, providing support, enthusiasm and helping in all conditions.

Hopefully this thesis can provide benefits for readers, especially in understanding the role of augmented reality technology in influencing consumer purchase intentions. The author realizes that this thesis is far from perfect, therefore, constructive criticism and suggestions are highly expected for future improvements.