

PREFACE

Alhamdulillah, praise is to our gratitude to the presence of Allah SWT, who has given His grace and gifts to complete this paper on time. This paper is entitled "THE EFFECT OF ONLINE CONSUMER REVIEW ON CUSTOMER PURCHASE DECISION PROCESS IN THE E-COMMERCE SITE BLIBLI.COM". The objective of this mini-thesis proposal is to fulfil one of the requirements of the Bachelor of International ICT Business Study Program, Faculty of Economics and Business, Telkom University Bandung.

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However, the author knows that there are certain shortcomings in the arrangement of this research. Therefore, the author expects criticism and suggestions to be better in the future.

Bandung, 20 February 2021

A handwritten signature in black ink, consisting of several overlapping loops and lines, positioned above the printed name.

Riza Amarta Rangsang