THE EFFECT OF SOCIAL MEDIA USE AND PEER INFLUENCE IN THE MILLENIAL GENERATION ON PURCHASE DECISION THROUGH E-WOM AS VARIABLE INTERVENING IN THIS IS APRIL

MINI THESIS

Proposed as one of the requirements for Obtaining a Bachelor Degree in International ICT Business

Compiled by:
AYU NUR ABDILLA
1401184456



INTERNATIONAL ICT BUSINESS

FACULTY OF ECONOMIC AND BUSINESS

TELKOM UNIVERSITY

BANDUNG

2022