

FOREWORD

First of all, I would like to deeply utter my gratefulness to God. Due to his grace and kindness, I could finally complete this Thesis. This thesis, with the title of “The Impact of Word of Mouth on Consumer Buying Decision (The study of Markobar Jakarta Consumer 2016)” is especially written for fulfilling the requirements for obtaining the Bachelor of Communication Science degree in Pelita Harapan University, Karawaci.

In writing this thesis, writer fully realized that without the support, prayers as well as advises from lecturer, peers, and families, this thesis will not be completed. That is why writer would like to deeply utter her gratitude for these following precious people:

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Last but not least, Writer realize that there are still so many flaws in this thesis. Hence, critiques and inputs from readers are very welcomed. Writer hopes that this research could be a useful reading for all its readers.

Karawaci, August 2016

Writer

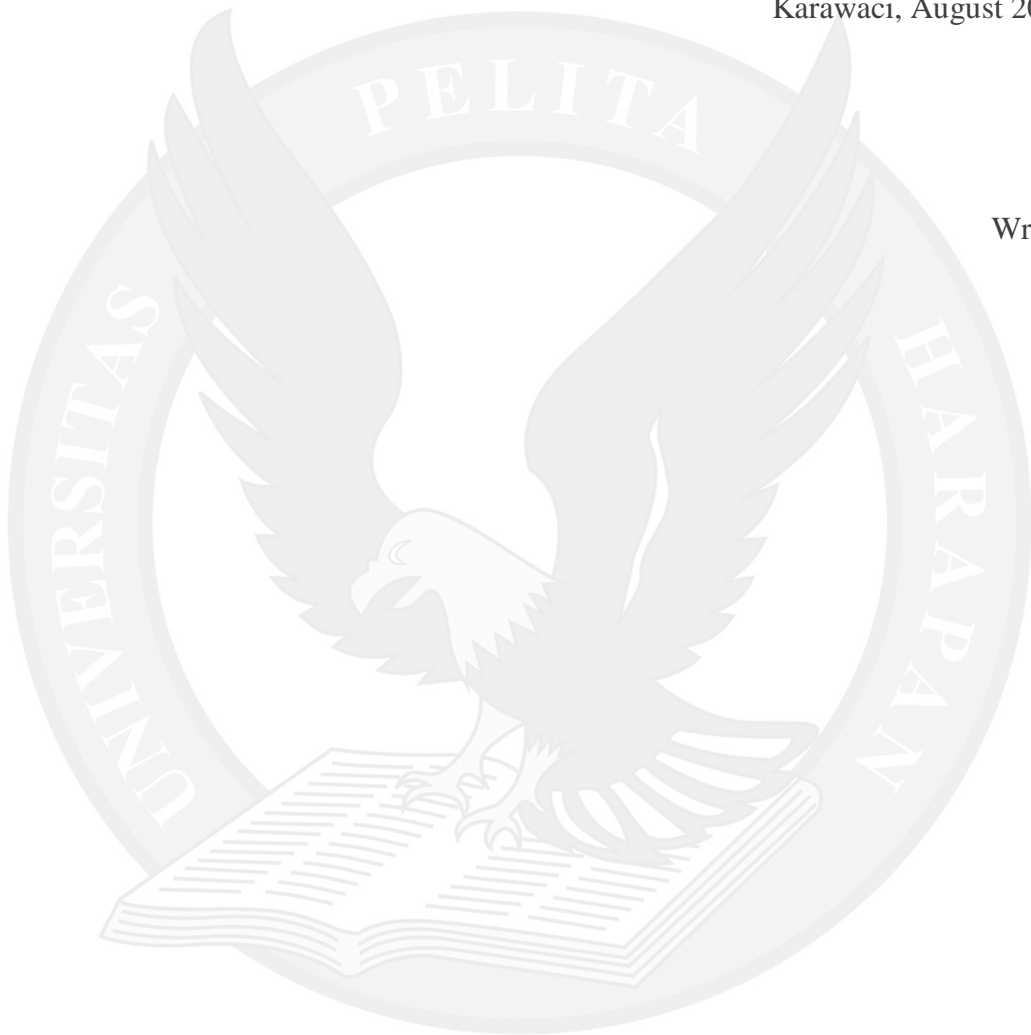


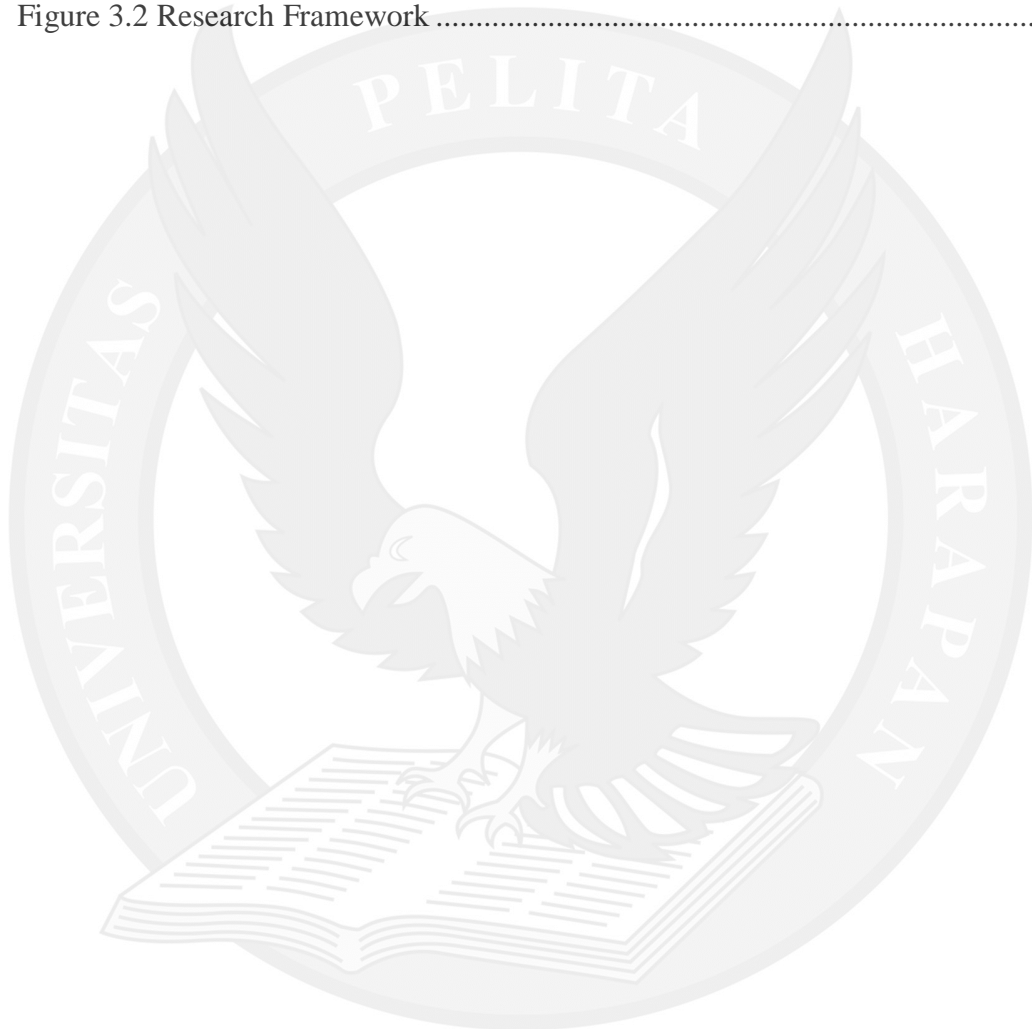
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