

DAFTAR GAMBAR

Gambar1.1 SharenaGunawan	1
Gambar2.1 <i>Five step Consumer Decision Making Process</i>	16
Gambar2.2 KerangkaPemikiran.....	25
Gambar3.1 TahapanPenelitian.....	33
Gambar3.2 Gariskontinum.....	43
Gambar4.1 KarakteristikRespondenBerdasarkanJenisKelamin	51
Gambar4.2 KarakteristikRespondenBerdasarkanRentangUsia	52
Gambar4.3 KarakteristikRespondenBerdasarkanDomisili	53
Gambar4.4 KarakteristikRespondenBerdasarkanUsiaMenggunakanInstagram.....	54
Gambar4.5 Gariskontinum Sub-Variabel <i>Visibility</i>	57
Gambar4.6 Gariskontinum Sub-Variabel <i>Credibility</i>	59
Gambar4.7 Gariskontinum Sub-Variabel <i>Attraction</i>	60
Gambar4.8 Gariskontinum Sub-Variabel <i>Power</i>	61
Gambar4.9 Gariskontinum Sub-VariabelMinatBeli	63
Gambar 4.10 HasilUjiHeterokedastisitas.....	66
Gambar 4.11 Diagram Normal P-Plots.....	67