

## DAFTAR GAMBAR

|                                                                                |    |
|--------------------------------------------------------------------------------|----|
| Gambar 1.1 Logo Scarlett Whitening .....                                       | 2  |
| Gambar 1.2 Brand Skincare Lokal Terlaris di Online Marketplace .....           | 3  |
| Gambar 1.3 10 Brand Produk Perawatan Tubuh Terlaris Shopee dan Tokopedia ..... | 4  |
| Gambar 1.4 Penguasa Brand Produk Kecantikan .....                              | 4  |
| Gambar 1.5 Produk Paling diminati Konsumen saat Belanja Online .....           | 5  |
| <b>Error! Bookmark not defined.</b> Gambar 2.1 Kerangka Pemikiran .....        | 37 |
| Gambar 3.1 Tahapan Penelitian .....                                            | 47 |
| Gambar 3.2 Garis Kontinum Kriteria Penilaian.....                              | 54 |
| Gambar 4.1 Karakteristi responden berdasarkan usia.....                        | 61 |
| Gambar 4.2 Karakteristik responden berdasarkan jenis kelamin.....              | 62 |
| Gambar 4.3 Karakteristik responden berdasarkan program studi.....              | 62 |
| Gambar 4.4 Garis Kontinum Variabel Brand Image .....                           | 66 |
| Gambar 4.5 Garis Kontinum Variabel Brand Trust .....                           | 70 |
| Gambar 4.6 Garis Kontinum Variabel Purchase Intention .....                    | 74 |
| Gambar 4.7 Grafik Histogram Purchase Intention.....                            | 79 |
| Gambar 4.8 Normal Probability Plot Variabel Purchase Intention.....            | 79 |
| Gambar 4.9 Grafik Histogram Purchase Intention.....                            | 82 |