

DAFTAR GAMBAR

Gambar 1.1 Logo Scarlett	2
Gambar 1.2 Produk Scarlett	3
Gambar 1.3 FMCF Sales Value in the Marketplace.....	3
Gambar 1.4 Revenue of the Beauty & Personal Care Market in Indonesia.....	4
Gambar 1.5 Most Preferred Skincare Brands in Indonesia as of April 2023	5
Gambar 1.6 Body Lotion Scarlett	5
Gambar 1.8 Komentar Scarlett Overclaim.....	10
Gambar 1.9 Komentar Konsumen Scarlett	11
Gambar 2.1 Kerangka Pemikiran.....	52
Gambar 3.1 Tahapan Penelitian	62
Gambar 3.2 Kriteria Interpretasi Skor dalam Garis Kontinum	69
Gambar 4.1 Karakteristik Responden berdasarkan Jenis Kelamin	75
Gambar 4.2 Karakteristik Responden berdasarkan Usia.....	76
Gambar 4.3 Karakteristik Responden berdasarkan Pekerjaan	77
Gambar 4.4 Karakteristik Responden berdasarkan Penghasilan.....	78
Gambar 4.4 Garis Kontinum Variabel Influencer Attributes	83
Gambar 4.5 Garis Kontinum Variabel Perceived Characterizations	86
Gambar 4.6 Garis Kontinum Variabel Brand Equity	90
Gambar 4.6 Garis Kontinum Variabel Purchase Intention.....	94
Gambar 4.7 Outer Model	95
Gambar 4.8 Inner Model	100