

DAFTAR GAMBAR

Gambar 1.1 Logo MOP Beauty	1
Gambar 1.2 Tiktok MOP Beauty 2024	2
Gambar 1.3 Produk MOP Beauty	3
Gambar 1.4 Data Tren Pengguna Internet.....	5
Gambar 1.5 Data Alasan Utama Orang di Indonesia Menggunakan Internet.....	6
Gambar 1.6 Countries with The Largest TikTok Audiens 2024.....	7
Gambar 1.7 Time Spent Using Social Media Apps 2024	8
Gambar 1.8 Gross Merchandise Value by Category in TikTok Shop 2024	9
Gambar 1.9 <i>Total Sales</i> TikTok Shop 2024.....	9
Gambar 1.10 Grafik Daerah Penjual dan Pembeli <i>E-commerce</i> Tertinggi.....	10
Gambar 1.11 Grafik <i>Beauty & Personal Care Revenue in Indonesia</i>	11
Gambar 1.12 Hasil Survei <i>ZAP Beauty Index 2023</i>	13
Gambar 1.13 Tasya Farasya	14
Gambar 1.14 Penghargaan Tasya Farasya 2024	15
Gambar 1.15 Laman Tiktok Tasya Farasya 2024	16
Gambar 1.16 Tiktok Shop MOP Beauty 2024	18
Gambar 1.17 <i>Sales Data of TikTok Beauty Brands by Beauty Influencer 2024</i>	19
Gambar 1.18 <i>Best of the Base Makeup Sociolla</i>	20
Gambar 2.1 Model Penelitian Terdahulu	74
Gambar 2.2 Kerangka Penelitian Peneliti	74
Gambar 3.1 Tahapan Proses Penelitian Kuantitatif	90
Gambar 3.2 Total Sampel Menggunakan Aplikasi G-Power.....	93
Gambar 3.3 Garis Kontinum	104
Gambar 3.4 <i>Research Framework</i>	113
Gambar 4.1 Karakteristik Responden berdasarkan Usia.....	114
Gambar 4.2 Karakteristik Responden berdasarkan Jenis Kelamin	115

Gambar 4.3 Karakteristik Responden Berdasarkan Pekerjaan	116
Gambar 4.4 Karakteristik Responden berdasarkan Penghasilan.....	117
Gambar 4.5 Deteksi <i>Outlier</i>	119
Gambar 4.6 Hasil Deteksi <i>Outlier</i>	120
Gambar 4.7 <i>Histogram Dependent Variable CPI</i>	121
Gambar 4.8 <i>P-Plot Dependent Variable CPI</i>	122
Gambar 4.9 <i>Scatterplot Dependent Variable CPI</i>	124
Gambar 4.10 Garis Kontinum <i>Trustworthiness</i>	127
Gambar 4.11 Garis Kontinum Variabel <i>Attractiveness</i>	130
Gambar 4.12 Garis Kontinum Variabel <i>Brand Equity</i>	133
Gambar 4.13 Garis Kontinum Variabel <i>Consumer Purchase Intention</i>	136
Gambar 4.14 <i>Path Diagram Outer Model</i>	137
Gambar 4.15 <i>Path Diagram Inner Model</i>	142