

DAFTAR GAMBAR

| | |
|--|----|
| Gambar 1.1 Logo Wardah | 3 |
| Gambar 1.2 Struktur Organisasi | 4 |
| Gambar 1.3 Wardah <i>Perfectcurl Mascara</i> | 5 |
| Gambar 1.4 Wardah <i>Eye Shadow</i> | 5 |
| Gambar 1.5 Wardah <i>Executive Two Way Cake</i> | 6 |
| Gambar 1.6 Wardah <i>BB Cream</i> | 6 |
| Gambar 1.7 Wardah <i>Wondershine</i> | 7 |
| Gambar 1.8 Wardah <i>Exclusive Lipstick</i> | 7 |
| Gambar 1.9 Wardah <i>Makeup Kit Profesional</i> | 8 |
| Gambar 1.10 Potongan <i>Scence</i> Iklan Wardah | 13 |
| Gambar 2.1 Proses Keputusan Pembelian..... | 22 |
| Gambar 2.2 Kerangka Pemikiran | 27 |
| Gambar 3.1 Tahapan Penelitian..... | 37 |
| Gambar 3.2 Presentase Garis Kontinum..... | 46 |
| Gambar 4.1 Diagram Persentase Jenis Kelamin..... | 51 |
| Gambar 4.2 Diagram Persentase Usia | 52 |
| Gambar 4.3 Diagram Persentase Penghasilan Perbulan | 53 |
| Gambar 4.4 Diagram Persentase Angkatan | 55 |
| Gambar 4.5 Diagram Persentase Fakultas | 56 |
| Gambar 4.6 Garis Kontinum Variabel <i>Brand Ambassador</i> | 61 |
| Gambar 4.7 Garis Kontinum Variabel Keputusan Pembelian | 63 |
| Gambar 4.8 Normal P-Plot | 64 |