TABLE OF FIGURE

Figure 1.1 Maybelline Logo	1
Figure 2.1 The Four Ps of the Marketing Mix	. 1
Figure 2.2 The Five - Stage Consumer Purchasing Process Model	22
Figure 2.3 Theoritical Framework	29
Figure 3. 1 Research Design	12
Figure 3.2 Research Stages	38
Figure 3.3 Continuum Line	15
Figure 4.1 Percentage of Respondents Living in Indonesia	3
Figure 4.2 Percentage of Respondents Who Have Used Maybelline Mascara 3	34
Figure 4.3 Percentage of Maybelline Mascara Customer Based on Gender 3	35
Figure 4. 4 Percentage of Maybelline Mascara Customer Based on Age 3	36
Figure 4. 5 Percentage of Maybelline Mascara Customer Based on Occupation. 3	37
Figure 4. 6 Percentage of Maybelline Mascara Customer Based on Purcha-	se
Frequency	38
Figure 4.7 Percentage of Respondents' Answers on (BI 1) Statement	4 C
Figure 4.8 Percentage of Respondents' Answers on (BI 2) Statement	4 C
Figure 4.9 Percentage of Respondents' Answers on (BI 3) Statement	41
Figure 4.10 Percentage of Respondents' Answers on (BI 4) Statement	1 2
Figure 4.11 Percentage of Respondents' Answers on (BI 5) Statement	1 2
Figure 4.12 Percentage of Respondents' Answers on (BI 6) Statement	1 3
Figure 4.13 Percentage of Respondents' Answers on (BI 7) Statement	1 4
Figure 4.14 Percentage of Respondents' Answers on (BI 8) Statement	1 4
Figure 4.15 Percentage of Respondents' Answers on (BI 9) Statement	15
Figure 4.16 Percentage of Respondents' Answers on (BI 10) Statement	15
Figure 4.17 Percentage of Respondents' Answers on (BI 11) Statement	16
Figure 4.18 Percentage of Respondents' Answers on (PP 1) Statement	18
Figure 4.19 Percentage of Respondents' Answers on (PP 2) Statement	18
Figure 4.20 Percentage of Respondents' Answers on (PP 3) Statement	19
Figure 4.21 Percentage of Respondents' Answers on (PP 4) Statement	1 0

Figure 4.22 Percentage of Respondents' Answers on (PP 5) Statement 50
Figure 4.23 Percentage of Respondents' Answers on (PP 6) Statement 51
Figure 4.24 Percentage of Respondents' Answers on (PP 7) Statement 51
Figure 4.25 Percentage of Respondents' Answers on (PP 8) Statement 52
Figure 4.26 Percentage of Respondents' Answers on (PP 9) Statement
Figure 4.27 Percentage of Respondents' Answers on (PP 10) Statement 53
Figure 4.28 Percentage of Respondents' Answers on (PP 11) Statement 54
Figure 4.29 Percentage of Respondents' Answers on (PP 12) Statement 55
Figure 4.30 Percentage of Respondents' Answers on (PP 13) Statement 55
Figure 4.31 Percentage of Respondents' Answers on (PP 14) Statement 56
Figure 4.32 Percentage of Respondents' Answers on (PP 15) Statement 57
Figure 4.33 Percentage of Respondents' Answers on (PP 16) Statement 57
Figure 4.34 Percentage of Respondents' Answers on (PD 4) Statement 59
Figure 4.35 Percentage of Respondents' Answers on (PD 5) Statement 59
Figure 4.36 Percentage of Respondents' Answers on (PD 6) Statement
Figure 4.37 Percentage of Respondents' Answers on (PD 7) Statement
Figure 4.38 Normality Test Histogram
Figure 4.39 P-Plot Normality Test
Figure 4.40 Heteroscedasticity Test Scatterplot