

TABLE OF FIGURES

Figure 1. 1 Tiket.com Logo	1
Figure 1. 2 Favourite Social Platforms By Age and Gender	4
Figure 1. 3 Youtube Usage Statistic During COVID-19 Pandemic	5
Figure 1. 4 Social Media Behavior Survey Result.....	6
Figure 1. 5 World’s Most Used Social Platforms Survey Results	7
Figure 1. 6 Tiktok’s Average Engagement Rate Analysis Result	10
Figure 1. 7 Tiket.com Tiktok Content	14
Figure 1. 8 Tiket.com Tiktok Analytics.....	15
Figure 1. 9 Tiket.com Tiktok Highest Engagement Counts	16
Figure 2. 1 Conceptual Framework	50
Figure 3. 1 Research Stage Process	69
Figure 3. 2 Sampling Technique.....	72
Figure 3. 3 Continuum Line.....	86
Figure 4. 1 Characteristics of Respondents Based on Gender	90
Figure 4. 2 Characteristics of Respondents Based on Age	91
Figure 4. 3 Characteristics of Respondents Based on Income Per Month.....	92
Figure 4. 4 Continuum Line of Content Marketing Variable	93
Figure 4. 5 Continuum Line of Reader Cognition	95
Figure 4. 6 Continuum Line of Sharing Motivation	99
Figure 4. 7 Continuum Line of Persuasion	102
Figure 4. 8 Continuum Line of Decision Making.....	105
Figure 4. 9 Continuum Line of Factors.....	107
Figure 4. 10 Continuum Line of Customer Engagement Variable	108
Figure 4. 11 Continuum Line of Cognitive.....	111
Figure 4. 12 Continuum Line of Emotional.....	113
Figure 4. 13 Continuum Line of Behavioral.....	114
Figure 4. 14 Continuum Line of Buying Decision Process Variable	115
Figure 4. 15 Continuum Line of Need Recognition	117
Figure 4. 16 Continuum Line of Informative Search.....	118
Figure 4. 17 Continuum Line of Alternative Evaluations.....	120
Figure 4. 18 Continuum Line of Buying Decision	122
Figure 4. 19 Continuum Line of Post-Purchase Behavior	123
Figure 4. 20 Normality Test I	125
Figure 4. 21 Normality Test II	126
Figure 4. 22 Heteroscedasticity I	128
Figure 4. 23 Heteroscedasticity II.....	128
Figure 4. 24 Path Diagram Model I	133
Figure 4. 25 Path Diagram Model II.....	133
Figure 4. 26 Tiket.com Ads on Tiktok Comments	136
Figure 4. 27 Tiket.com “OTW Promotion” on Tiktok Comments	138
Figure 4. 28 Tiket.com “OTW Promotion” and “Gledek Promotion” on Tiktok Comments	140