

LIST OF FIGURE

Figure 1.1 Elzatta Hijab Product and Mode.....	1
Figure 1.2 Company Logo	3
Figure 1.3 Annual digital growth in Indonesia	6
Figure 1.4 Changes in Public Consumption Patterns During the Covid-19 Pandemic	10
Figure 1.5 Instagram Account Elzatta Hijab.....	11
Figure 1.6 Top Brand Index Fase	14
Figure 2.1 Theoritical Framework	45
Figure 3.1 Research Stages	51
Figure 3.2 Official Account Elzatta Hijab	52
Figure 3.3 Reability Test Results of Consumption (X1)	57
Figure 3.3 Reability Test Results of Curation (X2).....	57
Figure 3.3 Reability Test Results of Creation (X3)	57
Figure 3.3 Reability Test Results of Collaboration (X4).....	57
Figure 3.7 Value Interpretation Criteria.....	59
Figure 4.1 Characteristics Respondents Based on Gender	66
Figure 4.2 Characteristics Respondents by Age	66
Figure 4.3 Characteristics Respondents Based on the average monthly income.....	68
Figure 4.4 Consumption position on the continuum Line	71
Figure 4.5 Curation Position on the Continuum Line.....	73
Figure 4.6 Creation Position on the continuum Line.....	75
Figure 4.7 Collaboration position on the Continuum Line	76
Figure 4.8 Position of Buying Interest on the Continuum Line.....	79
Figure 4.9 Histogram	80
Figure 4.10 Grafik Normal P-P Plot of Regression Standardized Residual	81
Figure 4.11 Scatterplot Diagram.....	83