

LIST OF FIGURES

Figure 1.1 Logo of Speedtuner.....	1
Figure 1.2 Speedtuner Outlet dan Speedtuner Garage.....	2
Figure 1.3 Internet Users in Indonesia in Early 2021	3
Figure 1.4 Most-Used Social Media In Indonesia, 2021	4
Figure 1.5 Categories of Goods/Services Most Interested by Consumers in Online Shopping in Indonesia.....	5
Figure 1.6 Speedtuner Indonesia Instagram Accounts.....	7
Figure 1.7 Speedtuner's Store on Instagram.....	8
Figure 1.8 Detailed Instagram Followers Statistics of @Speedtuner_Indonesia.....	9
Figure 1.9 Speedtuner's Instagram Post	10
Figure 1.10 Speedtuner's Instagram Post	10
Figure 1.11 Speedtuner's Instagram Post	11
Figure 2.1 Conceptual Framework.....	34
Figure 3.1 Stage of Research	42
Figure 3.2 Continuum Line	49
Figure 4.1 Characteristic of Respondents Based on Age.....	53
Figure 4.2 Characteristic of Respondents Based on Gender.....	54
Figure 4.3 Characteristic of Respondents Based on Income.....	55
Figure 4.4 Characteristic of Respondents Based on Occupation	56
Figure 4.5 Social Media Marketing Continuum Line	57
Figure 4.6 Online Community Continuum Line	59
Figure 4.7 Interaction Continuum Line.....	60
Figure 4.8 Sharing of Content Continuum Line.....	62
Figure 4.9 Accessibility Continuum Line	63
Figure 4.10 Credibility Continuum Line.....	65
Figure 4.11 Brand Awareness Continuum Line.....	66
Figure 4.12 Unware of Brand Continuum Line	67
Figure 4.13 Brand Recognition Continuum Line.....	68
Figure 4.14 Brand Recall Continuum Line	69
Figure 4.15 Top of Mind Continuum Line.....	71
Figure 4.16 Purchase Intention Continuum Line	71

Figure 4.17 Attention Continuum Line.....	73
Figure 4.18 Interest Continuum Line.....	75
Figure 4.19 Desire Continuum Line.....	76
Figure 4.20 Action Continuum Line.....	78
Figure 4.21 Normality Test.....	79
Figure 4.22 Heteroscedasticity Test.....	80