

## LIST OF FIGURES

Figure 1. 1 TikTok Logo.....	1
Figure 1. 2 Somethinc Logo.....	3
Figure 1. 3 The most frequently used smartphone applications in Indonesia .....	5
Figure 1. 4 Number of Active Social Media Users in Indonesia in 2015-2022.....	6
Figure 1. 5 Indonesian E-Commerce Transactions .....	7
Figure 1. 6 Countries with the largest active users of Tiktok in the world .....	7
Figure 1. 7 TikTok Live Streaming Display .....	8
Figure 1. 8 Gift-Giving Display to the Host .....	9
Figure 2. 1 Theoritical Framework .....	37
Figure 3. 1 Research Stages .....	50
Figure 3. 2 Continum Line Score .....	57
Figure 4. 1 Continum Line Score for TikTok Live Streaming Variables .....	82
Figure 4. 2 Continum Line Score for Swift Guanxi Variables .....	87
Figure 4. 3 Continum Line Score for Purchase Intention Variables .....	90
Figure 4. 4 Continum Line Score for Gift-Giving Intention Variables.....	93
Figure 4. 5 Structural Equation Modeling Variables .....	94
Figure 4. 6 Hypothesis Testing in PLS .....	102