

LIST OF FIGURES

Figure 1. 1 The Originote Logo	1
Figure 1. 2 The Originote Hyalucera Moisturizer.....	2
Figure 1. 3 The Originote Acne B5 Serum	3
Figure 1. 4 Ideal Skin Condition Based on Indonesian Citizens.....	5
Figure 1. 5 Last year's TikTok insights for The Originote skincare brand	6
Figure 1. 6 Seven Social Media with The Most Users by 2023.....	9
Figure 1. 7 eWOM on The Originote TikTok social media Page.....	13
Figure 2. 1 Theoretical Framework.....	63
Figure 3. 1 Research Stage.....	70
Figure 3. 2 Continuum Line	80
Figure 4. 1 The Pie Chart of Respondent Characteristics by Gender	85
Figure 4. 2 The Pie Chart of Respondent Characteristics by Age	86
Figure 4. 3 The Age Range of The Originote Audience on TikTok	87
Figure 4. 4 The Pie Chart of Respondent Characteristics by Occupations	88
Figure 4. 5 The Continuum Line of eWOM Quality Variable.....	93
Figure 4. 6 The Continuum Line of eWOM Credibility Variable	94
Figure 4. 7 The Continuum Line of eWOM Quantity Variable.....	96
Figure 4. 8 The Continuum Line of Purchase Intention Variable.....	98