

DAFTAR GAMBAR

| | |
|--|-----|
| Gambar 1.1 Logo TikTok | 1 |
| Gambar 1.2 Logo Saff & Co | 3 |
| Gambar 1.3 Data Jumlah Pengguna Internet di Dunia | 4 |
| Gambar 1.4 Data Jumlah Pengguna Media Sosial 2024 | 5 |
| Gambar 1.5 Jumlah Pengguna TikTok di Dunia | 6 |
| Gambar 1.6 Penjualan Kategori Beauty & Care: Pendapatan Sub-Kategori Parfum 2022 | 8 |
| Gambar 1.7 Top Brand Parfum Terlaris di E-commerce Periode 16-30 November 2023 | 9 |
| Gambar 2.1 Information Adoption Model | 37 |
| Gambar 2.2 Kerangka Pemikiran | 38 |
| Gambar 2.3 Kerangka Pemikiran | 40 |
| Gambar 3.1 Tahapan Penelitian | 59 |
| Gambar 3.2 Garis Kontinum | 69 |
| Gambar 3.3 Peta <i>Importance-Performance Map Analysis</i> pada PLS-SEM | 77 |
| Gambar 4.1 Garis Kontinum Variabel Information Quality | 87 |
| Gambar 4.2 Garis Kontinum Variabel Information Quantity | 89 |
| Gambar 4.3 Garis Kontinum Variabel Information Credibility | 91 |
| Gambar 4.4 Garis Kontinum Variabel Information Usefulness | 93 |
| Gambar 4.5 Garis Kontinum Variabel Information Adoption | 95 |
| Gambar 4.6 Garis Kontinum Variabel Brand Image | 96 |
| Gambar 4.7 Garis Kontinum Variabel Purchase Intention | 98 |
| Gambar 4.8 <i>Importance Performance Map Analysis (IPMA)</i> | 121 |