

LIST OF FIGURES

Figure 1. 1 TikTok Logo	12
Figure 1. 2 TikTok Shop Logo.....	13
Figure 1. 3 Most Used Social Media Platform for Shopping.....	15
Figure 1. 4 TikTok Shop, Facebook, and Instagram.....	16
Figure 1. 5 Indonesian Influencer Tasya Farasya	17
Figure 2. 1 Theoretical Framework	45
Figure 3. 1 Research Process	53
Figure 3. 2 Continuum Line	60
Figure 4. 1 Continuum Line of Social Media Usage	72
Figure 4. 2 Continuum Line of Electronic Word of Mouth	74
Figure 4. 3 Continuum Line of Trust	76
Figure 4. 4 Continuum Line of Purchase Decision Involvement.....	78
Figure 4. 5 Outer Model.....	79
Figure 4. 6 Inner Model	83
Figure 4. 7 Path Coefficient Results (Bar Chart)	92
Figure 4. 8 Statistic of SEM Model (Bar Chart)	92