

DAFTAR GAMBAR

Gambar 1. 1 Diagram Data Produk yang Paling Banyak Dibeli Gen Z	3
Gambar 1. 2 <i>Media Influencer</i> Tasya Farasya	4
Gambar 1. 3 Contoh <i>Online Consumer Review</i> Positif dan Negatif	6
Gambar 2. 1 Kerangka Pemikiran	27
Gambar 2. 2 Kerangka Penelitian	28
Gambar 4. 1 Skema Model <i>Partial Least Square</i> (PLS).....	55
Gambar 4. 2 Outer Model (PLS-SEM Algorithm).....	56
Gambar 4. 3 Model Struktural (<i>Inner Model</i>) <i>Bootstreapping Model</i>	60