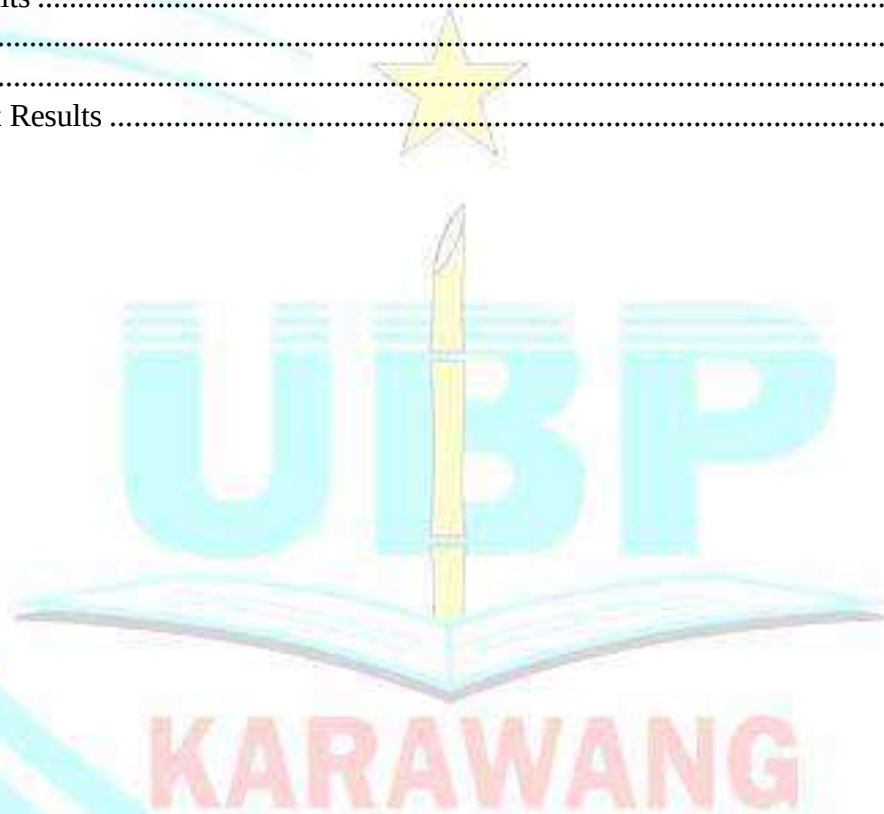


DAFTAR ISI

HALAMAN PERNYATAAN ORISINILITAS	i
LEMBAR PERSETUJUAN PEMBIMBING	ii
HALAMAN PENGESAHAN	iii
SURAT PERNYATAAN	iv
PERNYATAAN PERSETUJUAN PUBLIKASI	v
KATA PENGANTAR	vi
ABSTRAK	viii
ABSTRACT	ix
DAFTAR ISI	x
DAFTAR TABEL	xi
DAFTAR GAMBAR	xii
DAFTAR LAMPIRAN	xiii
DAFTAR PUSTAKA	12
LAMPIRAN	15

DAFTAR TABEL

Tabel 1. Operationalization of Variables.....	6
Tabel 2. Outer Loading Factor	7
Tabel 3. Average Variance Extracted (AVE)	7
Tabel 4. Fornell-Larcker Criterion	7
Tabel 5. HTMT Ratio	8
Tabel 6. Reliability Results	8
Tabel 7. R-Square	8
Tabel 8. F-Square	8
Tabel 9. Hypothesis Test Results	9



DAFTAR GAMBAR

Gambar 1. Top beauty and personal care brands in Indonesian e-commerce	2
Gambar 2. Conceptual Framework.....	5
Gambar 3. Outer Model Test Results.....	7



DAFTAR LAMPIRAN

Lampiran 1. LOA Submit Artikel	15
Lampiran 2. Cek Turnitin.....	16
Lampiran 3. Kartu Bimbingan.....	17
Lampiran 4. Sertifikat TOEFL	19
Lampiran 5. ICBENS	20
Lampiran 6. Uji Kompetensi	21
Lampiran 7. Pernyataan Kuesioner Penelitian	23
Lampiran 8. Tabulasi Data	25
Lampiran 9. SKPI.....	38
Lampiran 10. Daftar Riwayat Hidup	39

