DAFTAR ISI

HALAMAN PERNYATAAN ORISINILITAS ..... **Error! Bookmark not defined.**
LEMBAR PERSETUJUAN PEMBIMBING..... **Error! Bookmark not defined.**
HALAMAN PENGESAHAN ..... **Error! Bookmark not defined.**
SURAT PERNYATAAN..... **Error! Bookmark not defined.**
PERNYATAAN PERSETUJUAN PUBLIKASI ..... **Error! Bookmark not defined.**
KATA PENGANTAR ..... **Error! Bookmark not defined.**
ABSTRAK..... **Error! Bookmark not defined.**
ABSTRACT..... **Error! Bookmark not defined.**
DAFTAR ISI viii
DAFTAR TABEL ix
DAFTAR GAMBAR x
DAFTAR LAMPIRAN.....xi
ARTIKEL UTAMA ..... **Error! Bookmark not defined.**
LAMPIRAN..... **Error! Bookmark not defined.**

DAFTAR TABEL

Tabel 1. Definisi Operasional Variabel ..... **Error! Bookmark not defined.**
Tabel 2. Uji Statistik Deskriptif ..... **Error! Bookmark not defined.**
Tabel 3. *Outer Loading Factor* ..... **Error! Bookmark not defined.**
Tabel 4. *Average Variance Extracted (Ave)* ..... **Error! Bookmark not defined.**
Tabel 5. Nilai Kriteria Fornell- Larckel ..... **Error! Bookmark not defined.**
Tabel 6. Uji HTMT ..... **Error! Bookmark not defined.**
Tabel 7. Hasil uji Reliabilitas ..... **Error! Bookmark not defined.**
Tabel 8. Hasil Uji *R Square* ..... **Error! Bookmark not defined.**
Tabel 9. *Path Coefficient* ..... **Error! Bookmark not defined.**

DAFTAR GAMBAR

Gambar 1. 10 Brand Skincare Terlaris Di Shopee Berdasarkan Pangsa Pasar 2025.....**Error! Bookmark not defined.**
Gambar 2. Model Penelitian .....**Error! Bookmark not defined.**
Gambar 3. Hasil Path Analysis .....**Error! Bookmark not defined.**

DAFTAR LAMPIRAN

Lampiran 1. Letter of Acceptance ..... **Error! Bookmark not defined.**
Lampiran 2. Cek Turnitin ..... **Error! Bookmark not defined.**
Lampiran 3. Kartu Bimbingan ..... **Error! Bookmark not defined.**
Lampiran 4. Bukti Toefl ..... **Error! Bookmark not defined.**
Lampiran 5. Sertifikat ICBENS Sebagai Presenter & Peserta. **Error! Bookmark not defined.**
Lampiran 6. Bukti Sertifikat Uji Kompetensi..... **Error! Bookmark not defined.**
Lampiran 7. Bukti Pengisian SKPI..... **Error! Bookmark not defined.**
Lampiran 8. Pertanyaan Kuesioner Penelitian..... **Error! Bookmark not defined.**
Lampiran 9. Tabulasi Data..... **Error! Bookmark not defined.**
Lampiran 10. Daftar Riwayat Hidup ..... **Error! Bookmark not defined.**

UBP
KARAWANG