

DAFTAR GAMBAR

Gambar 1.1 Diagram E-Commerce Dengan Pengunjung Terbesar	2
Gambar 1.2 Hasil Pra Survey Iklan Media Sosial.....	5
Gambar 1.3 Hasil Pra Survey E-WOM.....	5
Gambar 1.4 Hasil Pra Survey Celebrity Endorser	6
Gambar 4.1 Normal P-Plot of Regression Standardized Residual.....	49
Gambar 4.2 Uji Heteroskedastisitas	50