

LIST OF FIGURES

Figure 1. 1 Inglot Logo	17
Figure 1. 2 Search For Inglot Halal Nail Polish at Shopee	18
Figure 1. 3 Countries with the World's largest Muslim Population.....	20
Figure 1. 4 Growth of Internet Users in Indonesia in the Last 5 years	21
Figure 1. 5 Shopee Reviews Posted on Inglot Instagram Account	22
Figure 1. 6 Inglot Customer Reviews on Tiktok.....	23
Figure 2. 1 Technology Acceptance Model (TAM).....	42
Figure 2. 2 Elaboration Likelihood Model (ELM).....	43
Figure 2. 3 Theoretical Framework by (Indrawati & Prily, 2022).....	43
Figure 2. 4 Theoretical Framework.....	44
Figure 3. 1 Continuum Line Score	61
Figure 3. 2 Confidence Level Graph.....	63
Figure 4. 1 Continuum Line Information Quality.....	71
Figure 4. 2 Continuum Line Information Quantity	74
Figure 4. 3 Continuum Line Information Credibility.....	77
Figure 4. 4 Continuum Line Brand Image	79
Figure 4. 5 Continuum Line Halal Product Image	82
Figure 4. 6 Continuum Line Purchase Intention	85
Figure 4. 7 Continuum Line Purchase Decision	88
Figure 4. 8 Outer Model.....	89
Figure 4. 9 Path Coefficient Result.....	95