

## LIST OF FIGURES

Figure 1.1 Make Over Logo.....	1
Figure 1.2 Internet Penetration Rate in Indonesia.....	2
Figure 1.3 Revenue Cosmetic in Indonesia 2023.....	3
Figure 1.4 Most Popular Categories for Online Purchases in Indonesia as of March 2023 .....	4
Figure 1.5 Top Cosmetic Products Sales Revenue .....	5
Figure 1.6 The Average Number of Visits to the Largest E-Commerce Sites in Indonesia (Quartal I - III 2023).....	6
Figure 1.7 Positive Online Review on Make Over's Product .....	8
Figure 1.8 People Comment Regarding Brands that Support Palestine.....	8
Figure 3.1 Continuum Line Score .....	55
Figure 3.2 Confidence Level Graph.....	59
Figure 4.1 Continuum Line Information Quality .....	66
Figure 4.2 Continuum Line Information Quantity .....	68
Figure 4.3 Continuum Line Information Credibility.....	70
Figure 4.4 Continuum Line Brand Image .....	72
Figure 4.5 Continuum Line Halal Product Image.....	75
Figure 4.6 Continuum Line Purchase Intention .....	77
Figure 4.7 Continuum Line Purchase Decision .....	80
Figure 4.8 Outer Model.....	81
Figure 4.9 Path Coefficients Results .....	87
Figure 4.10 Research Result .....	96
Figure 4.11 Score $\beta$ (Beta) .....	97