

DAFTAR GAMBAR

Gambar 1. 1 Persentase rating Pra Survey kosmetik wardah.....	9
Gambar 1. 2 Media Sosial Wardah Official.....	13
Gambar 2. 1 Kerangka Berpikir.....	35
Gambar 3. 1 Prosedur Penelitian	43
Gambar 4. 1 Hasil Uji P-Plot	62
Gambar 4. 2 Hasil Uji Heteroskedastisitas	64

