LIST OF FIGURES

Figure 1. 1 Shopee Logo 2
Figure 1. 2 Shopee Organizational Structure 3
Figure 1. 3 Asian Countries with the Most Internet Users 4
Figure 1. 4 Southeast Asia Countries Gross Merchandise Value (GMV) 5
Figure 1. 5 Transaction Value per Hour of E-commerce in Indonesia 7
Figure 2. 1 Theoretical Framework 31
Figure 3. 1 Research Stages 41
Figure 3. 2 Continuum Line Category Interpretation Score 49
Figure 4. 1 Percentage of Screening Questions for Shopee Users 54
Figure 4. 2 Percentage of Respondents Based on Gender 54
Figure 4. 3 Percentage of Respondents Based on Age 55
Figure 4. 4 Percentage of Respondents Based on Occupation 56
Figure 4. 5 Percentage of Respondents Based on Education Level 57
Figure 4. 6 Percentage of Respondents Based on Daily Internet Usage 58
Figure 4. 7 Percentage of Respondents Based on Online Shopping Experience Level 59
Figure 4. 8 Percentage of Respondents Based on Frequency of Online Shopping per Month 60
Figure 4. 9 Financial Risk Dimension Continuum Line Position 64
Figure 4. 10 Product Risk Dimension Continuum Line Position 65
Figure 4. 11 Security Risk Dimension Continuum Line Position 67
Figure 4. 12 Time Risk Dimension Continuum Line Position 69
Figure 4. 13 Social Risk Dimension Continuum Line Position 71
Figure 4. 14 Psychological Risk Dimension Continuum Line Position 73
Figure 4. 15 Perceived Risk Variable Continuum Line Position 74
Figure 4. 16 Purchase Intention Variable Continuum Line Position 76

Figure 4. 17 Histogram of Normality Test 77
Figure 4. 18 Probability Plot of Normality Test 78
Figure 4. 19 Scatterplot Graph of Heteroscedasticity Test 80