

## LIST OF TABLES

Table 1.1 Results of the Pre-Survey Questionnaire for E-commerce consumer behavior and decision making .....	8
Table 1.2 Result Pre-Survey Social External Factor .....	9
Table 2.1 Literature Review .....	27
Table 3.1 Operational Variable .....	38
Table 3.1 Table Instrument Skala Likert .....	39
Table 3.2 Percentage of Score Interpretation Criteria .....	46
Table 4.1 Table Characteristics Respondents .....	51
Table 4.2 The Result of Quantitative Analysis Data Continuum (Social External Factors) .....	52
Table 4.3 The Result of Quantitative Analysis Data Continuum (Decision Making).....	53
Table 4.4 Normality Test Result .....	55
Table 4.5 Heteroscedasticity Test Results.....	56
Table 4.6 Results of Simple Linear Regression Analysis .....	57
Table 4.7 Results of Simple Linear Regression Analysis 2 .....	58
Table 4.7 Hypothesis Test Results (T test) .....	58