

## LIST OF FIGURES

Figure 1. 1. Shopee logo .....	1
Figure 1. 2. 10 provinces with the highest number of e-commerce businesses in Indonesia .....	4
Figure 1. 3. E-commerce with the most visitors in Indonesia as of 1 <sup>st</sup> quarter 2023 .....	5
Figure 1. 4 Harbolnas transactions from 2020-2022.....	7
Figure 1. 5. Shopee website .....	8
Figure 1. 6. Shopee website offers .....	9
Figure 2. 1. Theoretical framework.....	29
Figure 3. 1. Quantitative research stage .....	36
Figure 3. 2. Continuum line score .....	43
Figure 4. 1. Based on gender.....	48
Figure 4. 2. Based on age.....	49
Figure 4. 3. Based on occupation.....	49
Figure 4. 4. Based on last education .....	50
Figure 4. 5. Based on region .....	51
Figure 4. 6. Based on income.....	51
Figure 4. 7. Based on products/services purchased.....	52
Figure 4. 8. Based on frequency buying .....	53
Figure 4. 9. Based on nominal spending.....	53
Figure 4. 10. Continuum line score.....	55
Figure 4. 11. Continuum line score .....	57
Figure 4. 12. Continuum line score .....	59
Figure 4. 13. Frequency distribution histogram .....	60
Figure 4. 14. Regression standardized residual.....	67