

LIST OF TABLES

TABLE	PAGE
2.1 Variable Derived from Supply Chain	22
3.1 Operational Variable.....	30
3.2 Validity and Reliability Test Result	43
3.3 Grouping Percentage Category	45
4.1 Company Presence respondents	53
4.2 Customer or User Connect Respondents	54
4.3 Content Respondents	55
4.4 Content Personalization Respondents	56
4.5 Store Presence Respondents	56
4.6 Supports Respondents	58
4.7 Knowledge Development and Decision Making Respondents	59
4.8 Marketing or Sales Respondents	60
4.9 Customer Relationship Respondents	61
4.10 Internal Communication Respondents	62
4.11 Ecosystem Management Respondents	63
4.12 Digital Revenue Respondents	64
4.13 Multicollinearity Test Score	66
4.14 Multiple Regression Analysis Result	68
4.15 Determination Coefficient Test Result	69
4.16 Anova Calculations	70
4.17 T Test Result	71
4.18 The Corellation of Independent Variables with Dependent Variable	73

4.19	Multicollinearity Chart	75
4.20	The Result of Multiple Regression Analysis Test	77
4.21	Determination Coefficient Test Value	78
4.22	Anova Calculation Result	79
4.23	T Test Result	80