

LIST OF FIGURES

Figure I.1. 1 Contribution of Gross Domestic Product in Bandung.....	1
Figure I.1. 2 Total Sales in Website.....	3
Figure I.1. 3 Comparison Between Visitor and Customer.....	3
Figure II.3. 1 Analytical Hierarchy Process Scheme	14
Figure II.4. 1 Cartesian Diagram.....	17
Figure III.1. 1 Conceptual Model.....	23
Figure III.2. 1 Systematic Problem Solving.....	26
Figure IV.3. 1 AHP Structure Design	33
Figure IV.6.1. 1 IPA Matrix of Cotton.Go.....	45
Figure IV.6.2. 1 IPA Matrix of Chosen Competitor	47
Figure IV.6.3. 1 IPCA Matrix	50