

LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations	Definition	First Use on The Page
GDP	Gross Domestic Product	1
E-commerce	Electronic Commerce	2
IPCA	Importance Performance Competitor Analysis	9
E-servqual	Electronic Service Quality	11
AHP	Analytical Hierarchy Process	14
Pd	Performance Difference	16
CI	Consistency Index	38
RI	Random Consistency Index	38
CR	Consistency Ratio	38
PF	Performance Focal	45
PC	Performance Competitor	45
IF	Importance Focal	45
IC	Importance Competitor	45