

DAFTAR SIMBOL DAN SINGKATAN

Simbol/Singkatan	Deskripsi	Halaman pertama kali digunakan
<i>E-Commerce</i>	<i>Electronic Commerce</i>	1
<i>E-Marketplace</i>	<i>Electronic Marketplace</i>	2
Q2	Quartile 2	2
M-S Quality	<i>Mobile Service Quality</i>	5
	<i>Importance Performance Competitor</i>	
IPCA	<i>Analysis</i>	6
SERVQUAL	<i>Service Quality</i>	9
PD	<i>Performance Difference</i>	10
VoC	<i>Voice of Customer</i>	24
PF	<i>Performance Focal</i>	32
IF	<i>Importance Focal</i>	32
PC	<i>Performance Competitor</i>	32
IC	<i>Importance Competitor</i>	32
UMKM	Usaha Mikro, Kecil, Menengah	65