

## **LIST OF FIGURE**

Figure 1. 1 Company Logo .....	3
Figure 1. 2 Data E-Commerce Retail.....	5
Figure 1. 3 Transaction Value.....	6
Figure 1. 4 E-commerce monthly visitors.....	7
Figure 1. 5 The Highest Platform Used for Online Selling.....	8
Figure 2. 1 Framework.....	47
Figure 3. 1 Research Stages .....	57
Figure 4. 1 Continuum Line of E-Product Dimension Assessment Categorization ..	80
Figure 4. 2 Continuum Line of Price Intelligence Assessment Categorization .....	82
Figure 4. 3 Continuum Line of Promotion Intelligence Assessment Categorization	83
Figure 4. 4 Continuum Line of of Delivery Risk Assesment Categorization .....	85
Figure 4. 5 Continuum Line Categorization of E-Marketing Mix Assessment .....	86
Figure 4. 6 Continuum Line Categorization of Purchase Decision Assessment.....	88
Figure 4. 7 Heteroscedasticity Test.....	90