

## TABLE OF FIGURES

<b>Figure 1.1 Reddoorz Logo .....</b>	<b>2</b>
<b>Figure 1.2 OYO Rooms Logo.....</b>	<b>4</b>
<b>Figure 1.3 Estimated Population in Indonesia in 2020 .....</b>	<b>5</b>
<b>Figure 1.4 Forecasted Number of Mobile Phone Users in Indonesia from 2013 to 2019 .....</b>	<b>6</b>
<b>Figure 1.5 Data of Mobile, Internet, and Social Media Users in Indonesia.....</b>	<b>7</b>
<b>Figure 1.6 Data of Internet Users Who Report Performing E-Commerce Activities in Indonesia.....</b>	<b>8</b>
<b>Figure 1.7 Data of The Total Annual Amount Spent on Consumer E Commerce Categories .....</b>	<b>9</b>
<b>Figure 1.8 Data of Annual Change in The Total Amount Spent on Consumer E-Commerce Strategies .....</b>	<b>10</b>
<b>Figure 1.9 Lists of Top Charts in Travel Category in iOS and Android.....</b>	<b>11</b>
<b>Figure 1.10 Details of OYO Rooms Evaluation.....</b>	<b>12</b>
<b>Figure 1.11 Electronic Word of Mouth Reddoorz Indonesia.....</b>	<b>14</b>
<b>Figure 1.12 Electronic Word of Mouth OYO Rooms Indonesia .....</b>	<b>15</b>
<b>Figure 1.13 Testimonial of Reddoorz’s Customer .....</b>	<b>16</b>
<b>Figure 1.14 Testimonial of OYO Rooms’ Customer.....</b>	<b>16</b>
<b>Figure 1.15 Review of Reddoorz’s Customers.....</b>	<b>17</b>
<b>Figure 1.16 Review of OYO Rooms’ Customers.....</b>	<b>18</b>
<b>Figure 2.1 Marketing Mix .....</b>	<b>25</b>
<b>Figure 2.2 Five Stage Model of The Consumer Buying Process .....</b>	<b>40</b>
<b>Figure 2.3 Theoretical Framework.....</b>	<b>60</b>
<b>Figure 3.1 Research Steps .....</b>	<b>69</b>
<b>Figure 3.2 Components of Data Analysis.....</b>	<b>75</b>
<b>Figure 4.1 Electronic Word of Mouth Indicators of Reddoorz and OYO Rooms Percentage Comparison .....</b>	<b>118</b>

<b>Figure 4.2 Electronic Word of Mouth Indicators of Reddoorz and OYO Rooms Approach.....</b>	<b>119</b>
<b>Figure 4.3 Perceived Value Indicators of Reddoorz and OYO Rooms Percentage Comparison.....</b>	<b>120</b>
<b>Figure 4.4 Perceived Value Indicators of Reddoorz and OYO Rooms Approach.....</b>	<b>121</b>
<b>Figure 4.5 Trust Indicators of Reddoorz and OYO Rooms Percentage Comparison.....</b>	<b>122</b>
<b>Figure 4.6 Trust Indicators of Reddoorz and OYO Rooms Approach.....</b>	<b>123</b>
<b>Figure 4.7 Variables Influencing The Purchase Decision of Reddoorz and OYO Rooms Percentage Comparison.....</b>	<b>124</b>
<b>Figure 4.8 Variables Influencing The Purchase Decision of Reddoorz and OYO Rooms Approach.....</b>	<b>125</b>