

LIST OF FIGURES

Figure 1.1 Sociolla Offline Store in Bandung	2
Figure 1.2 Sociolla Offline Store in Jakarta.....	3
Figure 1.3 Sociolla Offline Store in Surabaya	3
Figure 1.4 Sociolla Logo.....	4
Figure 1.0.5E-Commerce Activities	6
Figure 1.6 Rising E-Commerce Country and E-Commerce Demand.....	7
Figure 1.7 Fashion and Beauty E-Commerce Competition in Indonesia	8
Figure 1.8 Pre-Survey of Customers Repurchase Intention at Sociolla.....	11
Figure 1.9 Multichannel Integration Sociolla	13
Figure 1.10 Pre-Survey of Sociolla Online Customers Loyalty	14
Figure 1.11 Pre-Survey of Sociolla Offline Customers Loyalty.....	15
Figure 1.12 Pre-Survey of Sociolla Customers Trust	16
Figure 2.1 Purchasing Decision Process	32
Figure 3.1 Research Stages	61
Figure 3.2 Classification Rating Percentage Categories in Continuum Lines	70
Figure 4.1 Identity of Respondents by Gender	75
Figure 4.2 Identity of Respondents by Age	76
Figure 4.3 Identity of Respondents by Occupation	77
Figure 4.4 Identity of Respondents by Beauty Product Monthly Spending	78
Figure 4.5 Identity of Respondents by Purchased at Sociolla	79
Figure 4.6 Continuum Line Multichannel Integration (X1)	82
Figure 4.7 Continuum Line Trust (X2).....	84
Figure 4.8 Continuum Line Offline Customer Loyalty (Y1).....	86
Figure 4.9 Continuum Line Online Customer Loyalty (Y2)	88
Figure 4.10 Continuum Line Repurchase Intention (Z).....	90
Figure 4.11 Structural Model.....	91
Figure 4.12 Squared Multiple Correlation	95
Figure 4.13 Sociolla Website Main Page.....	97