

## LIST OF FIGURES

Figure 1. 1 The logo of shopee.....	1
Figure 1. 2Internet Users in Asia-Pasific Region.....	2
Figure 1. 3 Shopee Paylater Credit Limit.....	4
Figure 2. 1 Models of consumer behavior attempt to forecast the choices that consumers will make in the marketplace.. ..	14
Figure 2. 2 Why Consumer Choose The Online Channel.....	15
Figure 2. 3 The Consumer Decision Process And Supp	
Figure 1.2 Internet Users in Asia-Pasific Region .. <b>Error! Bookmark not defined.</b>	
orting Communication .....	15
Figure 2. 4 Online Consumer Behavior Model .....	16
Figure 2. 5 Research Framework.....	38
Figure 3. 1 Research Stage.....	50
Figure 3. 2 Continuum Score .....	64
Figure 3. 3 H0 Rejection Area On One Tailed Test .....	65
Figure 4. 1 Performance Expectancy Line.....	73
Figure 4. 2 Effort Expectancy Line.....	74
Figure 4. 3 Social Influence Line.....	75
Figure 4. 4 Facilitating Condition Line .....	76
Figure 4. 5 Habit Line.....	77
Figure 4. 6 Behavioral Intention Line .....	78
Figure 4. 7 System Usage Line .....	79
Figure 4. 8 Outer model.....	86
Figure 4. 9 Inner model.....	95
Figure 4. 10 THEORITICAL FRAMEWORK WITH RESULT .....	100
Figure 4. 11 THEORITICAL FRAMEWORK WITH RESULT.....	109