

LIST OF FIGURES

Figure 1. 1 Logo of Lazada	1
Figure 1. 2 Website of Lazada.....	2
Figure 1. 3 Start Up Unicorn Company's in ASEAN in 2021	4
Figure 1. 4 Graph of Number Internet Users in Indonesia in 2021-2022	5
Figure 1. 5 The Most Known E-Commerce Website 2021.....	7
Figure 1. 6 Lazada Research Results According to Trustpilot.....	11
Figure 1. 7 The Largest Number of E-Commerce in Indonesia	15
Figure 2. 1 Research Framework.....	36
Figure 3. 1 Research Stage.....	48
Figure 4. 1 Graph of Respondent's Age	62
Figure 4. 2 Graph of Respondent's Gender.....	63
Figure 4. 3 Graph of Respondent's Domicile.....	64
Figure 4. 4 Graph of Respondent's Occupation	65
Figure 4. 5 Graph of Respondent's Last Education.....	67
Figure 4. 6 Graph of Respondent's Monthly Income	68
Figure 4. 7 Graph of Respondent's Intensity Purchased.....	69
Figure 4. 8 E-Service Quality Continuum Line.....	70
Figure 4. 9 Customer Satisfaction Continuum Line	76