

LIST OF FIGURES

Figure 1.1.Shopee Logo.....	12
Figure 1.2. Shopee Event	13
Figure 1.3. Internet user penetration 2019-2020	15
Figure 1.4. World growing E-commerce.....	16
Figure 1.5 E-commerce activity overview	17
Figure 1.6. Transaction value of Tokopedia, Bukalapak and Shopee 2014-2023	18
Figure 1.7. Examples of Online Internet Review on Shopee	20
Figure 2.1. Research Framework	30
Figure 3.1. Quantitative Research process	40
Figure 4.1. Electronic word of mouth Continuum Line.....	55
Figure 4.2. Brand Image Continuum Line.....	56
Figure 4.3. Purchase Intention Continuum Line.....	58
Figure 4.4. Assessment of the Measurement Model.....	59
Figure 4.5. Assessment of the Structural Model.....	62
Figure 4.6. Theoretical Framework with the Result.....	65