

LIST OF FIGURES

Figure 1.1 Tokopedia Logo	1
Figure 1.2 Trending Product Categories	4
Figure 1.3 Recycling village online store	6
Figure 1.4 Tokopedia's Organizational Structure	7
Figure 1.5 People's Shopping Trends on Tokopedia throughout 2022	8
Figure 1.6 E-commerce Users in Indonesia 2017-2025* (millions).....	9
Figure 1.7 Drivers of e-commerce growth in Indonesia	10
Figure 1.8 Indonesian e-commerce market share	11
Figure 1.9 Tokopedia's flash sale	12
Figure 1.10 Top 10 Most Recommended Brand in Indonesia.....	13
Figure 1.11 Satisfaction Level variables	14
Figure 1.12 Brand Image by Total	15
Figure 2.1 Conceptual Framework.....	66
Figure 3.1 Research stages.....	81
Figure 4.1 Responses from Tokopedia Users.....	92
Figure 4.2 Characteristics of Respondents by Gender	92
Figure 4.3 Characteristics of Respondents by Age	93
Figure 4.4 Characteristics of Respondents by Occupation	94
Figure 4.5 Characteristics of Respondents by Educational Level.....	95
Figure 4.6 Continuum Firm Ethicality	97
Figure 4.7 Continuum Green Marketing.....	99
Figure 4.8 Continuum CSR.....	101
Figure 4.9 Continuum brand reputation	103
Figure 4.10 Continuum environmental concern	105
Figure 4.11 Continuum Social influence.....	107
Figure 4.12 Continuum Customer brand loyalty.....	109
Figure 4.13 Slope analysis – Environmental Concern x Green Marketing.....	115