

DAFTAR GAMBAR

Gambar 1.1 penggunaan dan penetrasi e-commers di Indonesia 2017-2023	2
Gambar 1.2 Brand Ambassador Tokopedia	4
Gambar 1.3 Data pesaing e-commerce di Indonesia Q4 2019	5
Gambar 2.1 Model Penelitian.....	26
Gambar 4.1 Hasil Model Penelitian	48

