

DAFTAR GAMBAR

Gambar 1.1 Kompilasi Produk U-Ad Telkom.....	5
Gambar 1.2 Total Belanja Iklan di Media Digital di Indonesia.....	6
Gambar 2.1 Model Teknologi Adopsi UTAUT2.....	14
Gambar 2.2 Metodologi Penelitian.....	19
Gambar 2.3 Model UTAUT2 (Venkatesh, V., Thong,J., Xu,X., 2012).....	20
Gambar 2.4 Model Usulan UTAUT2 Modifikasi Pengurangan Variabel.....	21
Gambar 2.5 Model Usulan UTAUT2 Modifikasi Penambahan Variabel.....	22
Gambar 3.1 Interpretasi Skor.....	39
Gambar 4.1 Garis Kontinum Variabel <i>Performance Expectancy</i>	44
Gambar 4.2 Garis Kontinum Variabel <i>Effort Expectancy</i>	45
Gambar 4.3 Garis Kontinum Variabel <i>Social Influence</i>	46
Gambar 4.4 Garis Kontinum Variabel <i>Facilitating Condition</i>	47
Gambar 4.5 Garis Kontinum Variabel <i>Hedonic Motivation</i>	48
Gambar 4.6 Garis Kontinum Variabel <i>Price Value</i>	49
Gambar 4.7 Garis Kontinum Variabel <i>Habit</i>	50
Gambar 4.8 Model Penelitian PLS.....	51
Gambar 4.9 <i>Path Diagram Inner Model</i> Penelitian.....	57