

## DAFTAR TABEL

Tabel 1.1 Fitur Pada Aplikasi Instant Messaging LINE .....	3
Tabel 1.2 Perbandingan Fitur-Fitur Pada Blackberry <i>Messenger</i> , LINE dan WhatsApp .....	9
Tabel 1.3 Hasil Survey Awal Variabel <i>Perceived Usefulness</i> .....	10
Tabel 1.4 Hasil Survey Awal Variabel <i>Perceived Ease of Use</i> .....	11
Tabel 2.1 Penelitian Terdahulu Skripsi dan Thesis.....	29
Tabel 2.2 Penelitian Terdahulu Jurnal Nasional .....	32
Tabel 2.3 Penelitian Terdahulu Jurnal Internasional.....	35
Tabel 3.1 Operasional Variabel.....	43
Tabel 3.2 Hasil Uji Validitas Variabel <i>Perceived Usefulness</i> .....	52
Tabel 3.3 Hasil Uji Validitas Variabel <i>Perceived Ease of Use</i> .....	52
Tabel 3.4 Hasil Uji Validitas Variabel <i>Behavioral Intention</i> .....	53
Tabel 3.5 Hasil Uji Reliabilitas Variabel <i>Perceived Usefulness</i> .....	54
Tabel 3.6 Hasil Uji Reliabilitas Variabel <i>Perceived Ease of Use</i> .....	54
Tabel 3.7 Hasil Uji Reliabilitas Variabel <i>Behavioral Intention</i> .....	54
Tabel 3.8 Kategori Pengelompokan Presentase .....	55
Tabel 4.1 Tanggapan Responden terhadap Variabel <i>Perceived Usefulness</i> .....	69
Tabel 4.2 Tanggapan Responden terhadap Variabel <i>Perceived Ease of Use</i> .....	73
Tabel 4.3 Tanggapan Responden terhadap Variabel <i>Behavioral Intention</i> .....	75
Tabel 4.4 Hasil Uji Normalitas One Sample Kolmogrov-Smirnov <i>Test</i> .....	78
Tabel 4.5 Hasil Uji Multikolinearitas .....	79
Tabel 4.6 Hasil Persamaan Regresi.....	80
Tabel 4.7 Pengujian hipotesis Secara Simultan (Uji-F).....	82

Tabel 4.8 Hasil Uji Koefisien Determinasi .....	83
Tabel 4.9 Pengujian Hipotesis Secara Parsial (Uji-t).....	84
Tabel 4.10 Besarnya Pengaruh Secara Parsial .....	85