

DAFTAR GAMBAR

Gambar 1.1 <i>Extreme Data Traffic Growth</i>	3
Gambar 2.1 <i>Model UTAUT</i>	16
Gambar 2.2 <i>Model Modified UTAUT</i>	18
Gambar 2.3 <i>Model Extended UTAUT (UTAUT2)</i>	20
Gambar 2.4 <i>Model Extended UTAUT (UATUT2)</i>	24
Gambar 2.5 Rencana Model Penelitian.....	25
Gambar 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	44
Gambar 4.2 Karakteristik Responden Berdasarkan Usia.....	45
Gambar 4.3 Karakteristik Responden Berdasarkan <i>Income</i> / Uang Saku.....	46
Gambar 4.4 Garis Kontinum <i>Performace Expectancy</i>	47
Gambar 4.5 Garis Kontinum <i>Effort Expectancy</i>	49
Gambar 4.6 Garis Kontinum <i>Social Influence</i>	50
Gambar 4.7 Garis Kontinum <i>Facilitating Condition</i>	51
Gambar 4.8 Garis Kontinum <i>Price Value</i>	53
Gambar 4.9 Garis Kontinum <i>Hedonic Motivation</i>	54
Gambar 4.10 Garis Kontinum <i>Habit</i>	55
Gambar 4.11 Garis Kontinum <i>Mobile Friendliness</i>	57
Gambar 4.12 Garis Kontinum <i>Behavioural Intention</i>	58
Gambar 4.13 Garis Kontinum <i>Use Behaviour</i>	60
Gambar 4.14 Model Penelitian	61
Gambar 4.15 Hasil Pengujian terhadap Model Penelitian	61
Gambar 4.16 Hasil Pengujian Hipotesis	71