

LIST OF TABLES

Table 1.1 Customer Growths of Telkomsel, XL Axiata, Indosat and Tri 2011-2015	11
Table 1.2 Telkomsel, Indosat, XL Axiata and Tri ARPU in 2015	12
Table 2.1 Taxonomy Table for User Experience	18
Table 2.2 Previous Researches.....	22
Table 3.1 Research Characteristics	29
Table 3.2 Likert Scale	30
Table 3.3 Operational Variable	30
Table 3.4 Validity Test.....	37
Table 3.5 Reliability Test.....	39
Table 3.6 Assessment Criteria Classification.....	40