

LIST OF FIGURES

Figure 1.1 Telkomsel Logo	1
Figure 1.2 Indosat Ooredoo Logo.....	3
Figure 1.3 XL Logo	4
Figure 1.4 Tri Logo	6
Figure 1.5 Internet Users in Indonesia.....	8
Figure 1.6 Devices That Used By Internet Users in Indonesia	8
Figure 1.7 Impact of 3G Penetration on Economic Growth	9
Figure 1.8 Service Providers Market Share in Indonesia	10
Figure 1.9 Targeted and Achieved Customers of 4 Biggest Service Provider in Indonesia	12
Figure 2.1 Adopter Categorization.....	19
Figure 2.2 UTAUT Model	20
Figure 2.3 UTAUT2 Model	22
Figure 2.4 Research Framework	36
Figure 3.1 Research Design.....	51
Figure 3.2 Rejected Area of H0 on One-Tailed Test.....	62
Figure 4.1 Outer Model	71
Figure 4.2 Inner Model.....	76