

LIST OF TABLES

Table 1.1 Top 3 Countries With The Most Congested Traffic In The World	4
Table 1.2 Download Percentage Of Popular Navigation Apps.....	5
Table 2.1 Previous Research	30
Table 2.2 Research Hypothesis	41
Table 3.1 The Research Characteristic Overview	46
Table 3.2 Variable Operationalization	48
Table 3.3 Sample Number For Each City For Questionnaire	58
Table 3.4 Validity Test Result	61
Table 3.5 Reliability Test Result.....	63
Table 3.6 PLS Output Criteria	66
Table 4.1 Respondent Characteristics by Age	75
Table 4.2 Respondent Characteristics by Gender	76
Table 4.3 Respondent Characteristics by Domicile	77
Table 4.4 Respondent Characteristics by Occupation	78
Table 4.5 Respondent Characteristics by Last Education	79
Table 4.6 Performance Expectancy Score	80
Table 4.7 Effort Expectancy Score	81
Table 4.8 Social Influence Score	82
Table 4.9 Facilitating Conditions Score.....	84
Table 4.10 Hedonic Motivation Score	85
Table 4.11 Price Value Score.....	86
Table 4.12 Habit Score.....	88
Table 4.13 Content Score	89
Table 4.14 Continuance Intention Score	90
Table 4.15 Descriptive Analysis Summary.....	92
Table 4.16 Loading Factor Scores	93
Table 4.17 AVE Score	95
Table 4.18 Correlation Score among Variable.....	96
Table 4.19 Cross Loading Correlation of Each Item	97

Table 4.20 Reliability Test.....	99
Table 4.21 Path Coefficient and t-value.....	100
Table 4.22 R-square of Latent Variable.....	101
Table 4.23 Bootstrapping Result with Age Moderating Variable.....	103
Table 4.24 t-values of Compared Paths of Young and Adult Groups	103
Table 4.25 Bootstrapping Result with Gender Moderating Variable	104
Table 4.26 t-Values of Compared Paths of Male and Female Groups.....	105
Table 4.27 Hypothesis Testing Results.....	107