

## LIST OF FIGURES

Figure 1.1 Jenius Logo .....	1
Figure 1.2 Indonesia Internet Users Penetration in 2017 .....	4
Figure 1.3 Mobile Users VS Mobile Connection, Jan 2018 .....	4
Figure 1.4 The Use of Internet in Economic Sector .....	5
Figure 2.1 The UTAUT Model.....	21
Figure 2.2 The UTAUT 2 Model.....	22
Figure 2.3 UTAUT 2 Model .....	40
Figure 2.4 Xu's Research Model.....	41
Figure 2.5 This Study Research Framework Adapted and Modified from UTAUT2 (Venkantesh et al., 2012) .....	43
Figure 3.1 Research Stages .....	62
Figure 3.2 Continuum line .....	77
Figure 3.3 H0 Rejection Area on One-Tailed Test.....	78
Figure 4.1 Performance Expectancy Continuum Line .....	90
Figure 4.2 Effort Expectancy Continuum Line .....	91
Figure 4.3 Social Influence Continuum Line.....	93
Figure 4.4 Facilitating Conditions Continuum Line.....	94
Figure 4.5 Hedonic Motivation Continuum Line .....	96
Figure 4.6 Price Saving Orientation Continuum Line.....	97
Figure 4.7 Habit Continuum Line.....	98
Figure 4.8 Trust Continuum Line .....	100
Figure 4.9 Continuance Intention Continuum Line.....	101
Figure 4.10 Outer Model.....	103
Figure 4.11 Inner Model .....	113
Figure 4.12 The Modified Research Result of Framework .....	120