

DAFTAR TABEL

Tabel II-1 Penelitian Terdahulu	17
Tabel II-2 Perbandingan UTAUT dan UTAUT 2	20
Tabel III-1 Variabel dan Indikator	27
Tabel III-2 Variabel dan Indikator	28
Tabel III-3 Skala Pengukuran (Saptutyningsih & Setyaningrum, 2019)	31
Tabel IV-1 Performance Expectancy	39
Tabel IV-2 Effort Expectancy	39
Tabel IV-3 Social Influence	40
Tabel IV-4 Facilitating Conditions	40
Tabel IV-5 Hedonic Motivation	41
Tabel IV-6 Price Value	41
Tabel IV-7 Habit	42
Tabel IV-8 Behavioral Intention	42
Tabel IV-9 Use Behavior	43
Tabel IV-10 Validitas Konvergen	44
Tabel IV-11 Average Variance Extracted	45
Tabel IV-12 Validitas Diskriminan	46
Tabel IV-13 Uji Reliabilitas	47
Tabel IV-14 R-square	48