

List of Figure

Figure 1.1 Vivo Smartphone Logo.....	2
Figure 1.2 DIGITAL 2021: INDONESIA	4
Figure 1.3 DIGITAL 2021: INDONESIA	5
Figure 1.4 Official Account of Vivo Smartphone.....	6
Figure 1.5 Market Share of Smartphone in Indonesia	6
Figure 2.1 Research Model	28
Figure 3.1 Stages Research	36
Figure 4.1 Respondent Characteristics Based on Gender Diagram.....	45
Figure 4.2 Respondents Characteristics based on Age Diagram.....	46
Figure 4.3 Path Diagram Measurement Model.....	51
Figure 4.4 Path Diagram Inner Model (Bootstrapping).....	55