

LIST OF FIGURES

Figure 1.1 Flip's Logo	1
Figure 1.2 The Increasing Number of Internet Users in Indonesia, 2021	2
Figure 1.3 Types Of Financial Technology In Indonesia	3
Figure 1.4 Flip Application Rating from AppStore, 2022	4
Figure 1.5 Customer's Reviews from AppStore, 2022.....	5
Figure 1.6 Flip Application Rating from PlayStore, 2022	6
Figure 1.7 Customer's Reviews from PlayStore, 2022	7
Figure 1.8 Pre-Survey Result.....	8
Figure 2.1 S-O-R Theory	15
Figure 2.2 Conceptual Framework.....	26
Figure 3.1 Stage of Research	30
Figure 3.2 Continuum Line	38
Figure 4. 1 Characteristic of Respondent Based on Ever Used Service from Flip's Application.....	42
Figure 4. 2 Characteristics of Respondents Based on Gender	43
Figure 4. 3 Characteristics of Respondents Based on Age	44
Figure 4. 4 Characteristics of Respondents Based on Occupation.....	44
Figure 4. 5 Characteristics of Respondents Based Monthly Frequency Uses.....	45
Figure 4. 6 Continuum Line of Customer Experience Variable	46
Figure 4. 7 Continuum Line of Ease of Use.....	48
Figure 4. 8 Continuum Line of Perceived Value	49
Figure 4. 9 Continuum Line of Customer Support	50
Figure 4. 10 Continuum Line of Assurance	52
Figure 4. 11 Continuum Line of Speed.....	53
Figure 4. 12 Continuum Line of Perceived Firm Innovativeness	54
Figure 4. 13 Continuum Line of Customer Satisfaction	55
Figure 4. 14 Continuum Line of Confirmation of Expectation.....	56
Figure 4. 15 Continuum Line of Repurchase Intern	58
Figure 4. 16 Continuum Line of Willingness to Recommend	59