

LIST OF TABLES

Table 1 .1 Bumble Apps Download.....	2
Table 1. 2 Yearly Active User.....	2
Table 1. 3 Bumble Annual Revenue.....	3
Table 1. 4 Bumble Annual Paying Users 2019 to 2021.....	8
Table 2. 1 Previous Research.....	34
Table 2 . 2 Hypothesis.....	36
Table 3. 1 Research Characteristic.....	39
Table 3. 2 Research Variable.....	40
Table 3. 3 Variable Ope-rationalization.....	42
Table 3. 4 Weighting Question.....	48
Table 3. 5 Coefficient Correlation.....	53
Table 3. 6 Reliabilities.....	55
Table 3. 7 PLS Output Criteria.....	58
Table 4. 1 Respondent Characteristic by Gender.....	66
Table 4. 2 Respondent Characteristic by Age.....	67
Table 4. 3 Respondent Characteristic by Educational Background.....	68
Table 4. 4 Respondent Characteristic by Occupation.....	70
Table 4. 5 Respondent Characteristic by Range Income.....	71
Table 4. 6 Performance Expectancy.....	72
Table 4. 7 Effort Expectancy.....	74
Table 4. 8 Social Influence.....	75
Table 4. 9 Facilitating Condition.....	77
Table 4. 10 Hedonic Motivation.....	78
Table 4. 11 Price Value.....	80
Table 4. 12 Habit.....	81
Table 4. 13 Behavioral Intention.....	83
Table 4. 14 Use Behavior.....	84
Table 4. 15 Convergent Validity Result.....	88
Table 4. 16 AVE Result.....	89
Table 4. 17 Discriminant Validity Result.....	90
Table 4. 18 Cross Loading Result.....	90
Table 4. 19 Cronbach’s Alpha and Composite Reliability Result.....	92

Table 4. 20	R Square Result.....	94
Table 4. 21	Path Coefficient and T-Value Result.....	94
Table 4. 22	Age Variable.....	96
Table 4. 23	Gender Variable.....	97
Table 4. 24	Hypothesis Result.....	99