

LIST OF FIGURES

| | |
|--|----|
| Figure 1.1. Steam First Logo | 1 |
| Figure 1.2. Steam Current Logo | 2 |
| Figure 1.3. Steam Shop Menu | 3 |
| Figure 1.4. Steam Wallet Menu | 3 |
| Figure 1.5. Steam Community menu | 4 |
| Figure 1.6. Games Player Data per January 2022 | 4 |
| Figure 1.7. Steam User Chart Overview Total | 5 |
| Figure 1.8. Steam User Chart Overview Peak | 5 |
| Figure 2.1. Theoretical Framework | 43 |
| Figure 3.1. Research Stages | 55 |
| Figure 4.1. User Interface Continuum Line | 71 |
| Figure 4.2. Information Quality Continuum Line | 72 |
| Figure 4.3. Perceived Privacy Continuum Line | 73 |
| Figure 4.4. Perceived Security Risk Continuum Line | 74 |
| Figure 4.5. Brand Awareness Continuum Line | 75 |
| Figure 4.6. Customer Trust Continuum Line | 76 |
| Figure 4.7. Customer Loyalty Continuum Line | 77 |
| Figure 4.8. P-Plot Distribution Figure | 78 |
| Figure 4.9. Histogram Figure | 79 |
| Figure 4.10. Scatterplot Figure | 81 |
| Figure 4.11. Research Model | 86 |
| Figure 4.12. Research Model | 90 |