

DAFTAR TABEL

| | |
|---|-----|
| Tabel 2.1 Industri Kreatif di Indonesia | 43 |
| Tabel 2.2 Penelitian terdahulu..... | 71 |
| Tabel 3.1 Jenis Penelitian..... | 92 |
| Tabel 3.2 Variabel Diffusion of Innovation..... | 93 |
| Tabel 3.3 Variabel Personal Innovativeness..... | 101 |
| Tabel 3.4 Variabel Intention to Use | 102 |
| Tabel 4. 1 List Narasumber Innovator | 116 |