

DAFTAR GAMBAR

Gambar 1.1 Logo PT Bank Mandiri (Persero), tbk	2
Gambar 1.2 Struktur Organisasi Bank Mandiri.....	3
Gambar 1.3 Fokus Digital Bank Mandiri, <i>All-Rounder Ecosystem Bank</i>	6
Gambar 1.4 Strategi <i>Time-to-market</i> Pengembangan Fitur Livin by Mandiri	7
Gambar 1.5 Pengguna Fitur Livin Sukha Pada <i>Super Apps</i> Livin by Mandiri ...	11
Gambar 1.6 Penyebab Rendahnya Kepercayaan Layanan Digital Indonesia	14
Gambar 2 Kerangka Penelitian.....	49
Gambar 3.1 Tahapan Penelitian.....	64
Gambar 3.2 Perhitungan Sampel Penelitian	68
Gambar 3.3 Kategori Penilaian Persentase Dalam Garis Kontinum	77
Gambar 4.1 Garis Kontinum Variabel <i>Utilitarian Motive</i>	90
Gambar 4.2 Garis Kontinum Variabel <i>User Interface</i>	91
Gambar 4.3 Garis Kontinum Variabel <i>Performance Expectancy</i>	92
Gambar 4.4 Garis Kontinum Variabel <i>Effort Expectancy</i>	93
Gambar 4.5 Garis Kontinum Variabel <i>Social Influence</i>	93
Gambar 4.6 Garis Kontinum Variabel <i>Facilitating Condition</i>	94
Gambar 4.7 Garis Kontinum Variabel <i>Habit</i>	95
Gambar 4.8 Garis Kontinum Variabel <i>Perceived Security</i>	96
Gambar 4.9 Garis Kontinum Variabel <i>Epistemic Value</i>	97
Gambar 4.10 Garis Kontinum Variabel <i>Behavioral Intention</i>	97
Gambar 4.11 Garis Kontinum Variabel <i>Use Behavior</i>	98
Gambar 4.12 <i>Outer Model</i>	103
Gambar 4.13 <i>Inner Model</i>	108