

DAFTAR TABEL

Table 1.1 Data UMKM Daerah Parahyangan Tengah Jawa Barat	2
Tabel 1.2 Table 1.2 Data UMKM Daerah Bandung Barat Jawa Barat	8
Tabel 2.1 Penelitian Terdahulu Jurnal Internasional	32
Tabel 2.2 Penelitian Terdahulu Jurnal Nasional	48
Tabel 3.1 Karakteristik dan Jenis Penelitian	65
Tabel 3.2 Variabel Operasional.....	67
Tabel 3.5 Interpretasi Penilaian.....	85
Table 4.1 Hasil Analisis Variabel Computer Self Efficacy (CSE)	93
Tabel 4.2 Hasil Analisis Variabel Computer Anxiety (CA).....	96
Tabel 4.3 Hasil Analisis Variabel Result Demonstrability (RD).....	99
Tabel 4.4 Hasil Analisis Variabel Mobile Commerce Knowledge (MCK)	102
Tabel 4.5 Hasil Analisis Variabel Pressure from Trading Partners (PTP).....	104
Tabel 4.6 Hasil Analisis Variabel Pressure from Competitor (PC).....	107
Table 4.7 Hasil Analisis Variabel Hedonic Motivations (HM).....	110
Tabel 4.8 Hasil Analisis Variabel Mobile Commerce Adoption (MCA).....	113
Tabel 4.9 Hasil Outer Loading dan AVE	121
Tabel 4.10 Nilai Outer Loadings	122
Tabel 4.11 Skor AVE	124
Tabel 4.12 Cross Loadings	130
Table 4.13 Uji Reliabilitas.....	132
Tabel 4.14 Hasil R Square	134
Tabel 4.15 Hasil Q Square.....	134
Tabel 4.16 Uji Hipotesis.....	141