

DAFTAR GAMBAR

Gambar 1.1 Tampilan OCBC <i>Mobile</i>	2
Gambar 1.2 Nilai Transaksi Digital Banking di Indonesia.....	3
Gambar 1.3 Biaya Promosi Bank OCBC.....	9
Gambar 2.1 Kerangka Pemikiran Penulis	46
Gambar 3.1 Garis Kontinum Kriteria Interpretasi Skor.....	79
Gambar 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin.....	88
Gambar 4. 2 Karakteristik Responden Berdasarkan Usia.....	88
Gambar 4. 3 Karakteristik Responden Berdasarkan Pekerjaan	89
Gambar 4. 4 Karakteristik Responden Berdasarkan Domisili	89
Gambar 4. 5 Garis Kontinum Variabel PE – Performance Expectancy	92
Gambar 4. 6 Garis Kontinum Variabel EE – Effort Expectancy	94
Gambar 4. 7 Garis Kontinum Variabel HM – Hedonic Motivation	96
Gambar 4. 8 Garis Kontinum Variabel SI – Social Influence	97
Gambar 4. 9 Garis Kontinum Variabel FC- Facilitating Conditions	99
Gambar 4. 10 Garis Kontinum Variabel PV- Price Value	101
Gambar 4. 11 Garis Kontinum Variabel HT-Habit	102
Gambar 4. 12 Garis Kontinum Variabel IQ- Information Quality	104
Gambar 4. 13 Garis Kontinum Variabel SQ-System Quality.....	106
Gambar 4. 14 Garis Kontinum Variabel SQ-System Quality.....	107
Gambar 4. 15 Garis Kontinum Variabel PR-Perceived Risk.....	111
Gambar 4. 16 Garis Kontinum Variabel SA-Structural Assurance	113
Gambar 4. 17 Garis Kontinum Variabel PF- Personal Factor	115
Gambar 4. 18 Garis Kontinum Variabel ST - Satisfaction	117
Gambar 4. 19 Garis Kontinum Variabel BI-Behavioural Intention.....	118
Gambar 4. 20 Garis Kontinum Variabel AT-Attitude	120
Gambar 4. 21 Garis Kontinum Variabel TR-Trust	121
Gambar 4. 22 Hasil Outer Model.....	122
Gambar 4. 23 Hasil Penelitian	141