

DAFTAR TABEL

Tabel 3.1 Operasionalisasi Variabel	30
Tabel 3.2 Tabel Penentuan Sampel.....	36
Tabel 3.3 Hasil Uji Validitas	40
Tabel 3.4 Hasil Uji Reliabilitas	41
Tabel 3.5 Simbol Variabel dan Pertanyaan	44
Tabel 4.1 Penilaian Responden Terhadap <i>Performance Expectancy</i>	56
Tabel 4.2 Penilaian Responden Terhadap <i>Effort Expectancy</i>	57
Tabel 4.3 Penilaian Responden Terhadap <i>Social Influence</i>	58
Tabel 4.4 Penilaian Responden Terhadap <i>Facilitating Condition</i>	59
Tabel 4.5 Penilaian Responden Terhadap <i>Hedonic Motivation</i>	60
Tabel 4.6 Penilaian Responden Terhadap <i>Habit</i>	61
Tabel 4.7 Penilaian Responden Terhadap <i>Price Value</i>	62
Tabel 4.8 Penilaian Responden Terhadap <i>Behavioral Intention</i>	63
Tabel 4.9 Penilaian Responden Terhadap <i>Use Behavior</i>	64
Tabel 4.10 Hasil Uji <i>Convergent Validity</i>	65
Tabel 4.11 Hasil Pengujian <i>Discriminant Validity</i>	66
Tabel 4.12 <i>Composite Reliability</i> dan <i>Cronbach Alpha</i>	67
Tabel 4.13 Nilai <i>Inner VIF</i>	68
Tabel 4.14 Nilai <i>Outer VIF</i>	68
Tabel 4.15 Nilai R^2	69
Tabel 4.16 Nilai <i>Path Coefficient</i> dan <i>T Statistic</i>	72
Tabel 4.17 Pengaruh Moderasi Variabel <i>Gender</i>	80
Tabel 4.18 Pengaruh Moderasi Variabel <i>Age</i>	83
Tabel 4.19 Kesimpulan Analisa Deskriptif Variabel.....	86
Tabel 4.20 Hasil Uji Hipotesis	87
Tabel 4.21 Hasil Uji Hipotesis Variabel Moderat <i>Gender</i>	88
Tabel 4.22 Hasil Uji Hipotesis Variabel Moderat <i>Age</i>	88