

## LIST OF TABLES

|            |   |    |
|------------|---|----|
| TABLE 1.1  | Telkomsel Subscribers Number.....                             | 6  |
| TABLE 1.2  | Indosat Ooredoo Subscribers Number.....                       | 6  |
| TABLE 1.3  | Hutchison 3 Subscribers Number .....                          | 7  |
| TABLE 1.4  | XL Axiata Subscribers Number.....                             | 7  |
| TABLE 1.5  | GSM Operators 2011-2015 Subscribers Number Comparison .....   | 7  |
| TABLE 1.6  | GSM Operators 2011-2015 Customers Growth Comparison .....     | 8  |
| TABLE 1.7  | Telkomsel Average Revenue Per User .....                      | 9  |
| TABLE 1.8  | Indosat Ooredoo Average Revenue Per User .....                | 9  |
| TABLE 1.9  | XL Axiata Average Revenue Per User .....                      | 9  |
| TABLE 1.10 | Hutchison Tri Average Revenue Per User .....                  | 9  |
| TABLE 2.1  | Meta Analysis User Experience: Social Value .....             | 16 |
| TABLE 2.2  | Meta Analysis User Experience: Trustworthiness.....           | 17 |
| TABLE 2.3  | Meta Analysis User Experience: Functionality .....            | 18 |
| TABLE 2.4  | Meta Analysis User Experience: Perceived Service Quality..... | 19 |
| TABLE 2.5  | Meta Analysis User Experience: Monetary Value .....           | 20 |
| TABLE 3.1  | Research Characteristics .....                                | 25 |
| TABLE 3.2  | Likert Scale.....   | 26 |
| TABLE 3.3  | Operationalization Variable .....                             | 27 |
| TABLE 3.4  | Validity Statistics .....                                     | 36 |
| TABLE 3.5  | Functionality (X1) Reliability Test .....                     | 38 |
| TABLE 3.6  | Trustworthiness (X2) Reliability Test .....                   | 38 |
| TABLE 3.7  | Social Value (X3) Reliability Test .....                      | 38 |
| TABLE 3.8  | Perceived Service Quality (X4) Reliability Test.....          | 39 |
| TABLE 3.9  | Monetary (X5) Reliability Test.....                           | 39 |

|            |  |    |
|------------|--|----|
| TABLE 3.10 | Customer Loyalty (Y) Reliability Test .....                          | 39 |
| TABLE 3.11 | Corporate Image (M) Reliability Test .....                           | 40 |
| TABLE 3.12 | Reliability Test Parameters in PLS .....                             | 43 |
| TABLE 3.13 | Rules of Thumb for Model Evaluation .....                            | 43 |
| TABLE 4.1  | Respondent Characteristics .....                                     | 47 |
| TABLE 4.2  | Average Variance Extracted (AVE) .....                               | 49 |
| TABLE 4.3  | Outer Loading .....  | 49 |
| TABLE 4.4  | AVE root (Fornell-Larcker Criterion) .....                           | 50 |
| TABLE 4.5  | Cross Loading .....  | 51 |
| TABLE 4.6  | Reliability Test in PLS.....   | 52 |
| TABLE 4.7  | R square and Q square Result .....                                   | 52 |
| TABLE 4.8  | Path Coefficient (Mean, STDEV, T Statistic) .....                    | 54 |
| TABLE 4.9  | Hypothesis Testing Results ( $H_1, H_2, H_3, H_4, H_5$ ).....        | 54 |
| TABLE 4.10 | Moderation Effect: Path Coefficient (Mean, STDEV, T Statistic) ..... | 56 |
| TABLE 4.11 | Hypothesis Testing Results for Moderation Effect ( $H_6$ ).....      | 56 |
| TABLE 4.12 | R Square results for Moderation Effect .....                         | 57 |
| TABLE 4.13 | R Square results without Moderation Effect .....                     | 57 |