

DAFTAR TABEL

Tabel 1.1 Penyelenggara Uang Elektronik	2
Tabel 1.2 Jumlah Uang Elektronik yang Beredar	5
Tabel 2.1 Variabel-Variabel Segmentasi Utama Dalam Pasar	14
Tabel 3.1 Karakteristik Penelitian	27
Tabel 3.2 Operasional Variabel Kategorikal.....	30
Tabel 3.3 Operasional Variabel	31
Tabel 3.4 Operasional Variabel Kontinyu	32
Tabel 4.1 Pesebaran Asal Daerah Responden (<i>User</i>).....	47
Tabel 4.2 Distribusi <i>Cluster</i> (<i>User</i>).....	52
Tabel 4.3 Distribusi <i>Cluster</i> Jenis Kelamin (<i>User</i>)	53
Tabel 4.4 Distribusi <i>Cluster</i> Umur (<i>User</i>)	54
Tabel 4.5 Distribusi <i>Cluster</i> Pendidikan Terakhir (<i>User</i>)	55
Tabel 4.6 Distribusi <i>Cluster</i> Pendapatan (<i>User</i>)	56
Tabel 4.7 Distribusi <i>Cluster</i> Pekerjaan (<i>User</i>).....	57
Tabel 4.8 Distribusi <i>Cluster</i> Lama Pemakaian (<i>User</i>)	58
Tabel 4.9 Profil <i>Cluster</i> Responden Data Kategorik (<i>User</i>)	84
Tabel 4.10 Perbandingan Nilai <i>Utility</i> Pada <i>Cluster</i> (<i>User</i>).....	86
Tabel 4.11 Perbandingan Nilai <i>Importance</i> Pada <i>Cluster</i> (<i>User</i>)	87
Tabel 4.12 Pesebaran Asal Daerah Responden (<i>Non User</i>)	91
Tabel 4.13 Distribusi <i>Cluster</i> (<i>Non User</i>)	95
Tabel 4.14 Distribusi <i>Cluster</i> Jenis Kelamin (<i>Non User</i>).....	96
Tabel 4.15 Distribusi <i>Cluster</i> Umur (<i>Non User</i>)	97
Tabel 4.16 Distribusi <i>Cluster</i> Pendidikan Terakhir (<i>Non User</i>)	98
Tabel 4.17 Distribusi <i>Cluster</i> Pendapatan (<i>Non User</i>).....	99

Tabel 4.18 Distribusi <i>Cluster</i> Pekerjaan (<i>Non User</i>).....	100
Tabel 4.19 Profil <i>Cluster</i> Responden Data Kategorik (<i>Non User</i>)	125
Tabel 4.20 Perbandingan Nilai <i>Utility</i> Pada <i>Cluster User</i> (<i>Non User</i>)	127
Tabel 4.21 Perbandingan Nilai <i>Importance</i> Pada <i>Cluster</i> (<i>Non User</i>)	128
Tabel 4.22 Karakteristik <i>Senior Worker</i> (<i>Old User</i>).....	130
Tabel 4.23 Bobot Kepentingan <i>Senior Worker</i> (<i>Old User</i>).....	130
Tabel 4.24 Karakteristik <i>College Student</i> (<i>Medium User</i>)	131
Tabel 4.25 Bobot Kepentingan <i>College Student</i> (<i>Medium User</i>)	132
Tabel 4.26 Karakteristik <i>Junior Worker</i> (<i>Beginner User</i>)	133
Tabel 4.27 Bobot Kepentingan <i>Junior Worker</i> (<i>Beginner User</i>)	134
Tabel 4.28 Karakteristik <i>College Student</i>.....	135
Tabel 4.29 Bobot Kepentingan <i>College Student</i>.....	135
Tabel 4.30 Karakteristik <i>Senior Entrepreneur</i>	136
Tabel 4.31 Bobot Kepentingan <i>Senior Entrepreneur</i>	137
Tabel 4.32 Karakteristik <i>Senior Worker</i>.....	138
Tabel 4.33 Bobot Kepentingan <i>Senior Worker</i>	138