

Table of Content

APPROVAL PAGE.....	i
DECLARATION OF ORIGINALITY.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENT.....	v
LIST OF TABLE.....	vii
LIST OF FIGURE.....	ix
LIST OF CHART.....	x
CHAPTER 1	
INTRODUCTION	
 1.1 Research Object Overview.....	1
1.1.1 LINE Overview.....	1
1.1.2 Vision & Mission of LINE.....	1
1.1.3 LINE Pay Overview.....	3
 1.2 Background.....	4
 1.3 Problem Statement.....	10
 1.4 Research Questions.....	11
 1.5 Objectives.....	11
 1.6 Significant of the Study.....	11
1.6.1 Business Aspects.....	11
1.6.2 Academic Aspects.....	11
 1.7 Research Scope.....	12

1.8 Writing Systematic.....	12
This page is intentionally left blank.....	14

CHAPTER II

LITERATURE REVIEW AND SCOPE OF THE RESEARCH

2.1 Literature Review.....	15
2.1.1 Payment System in Indonesia.....	15
2.1.2 Electronic Money.....	16
2.1.3 Technology Adoption Theory.....	18
2.2 Previous Research.....	21
2.2.1 Literature 1.....	21
2.2.2 Literature 2.....	22
2.2.3 Literature 3.....	23
2.2.4 Literature 4.....	24
2.2.5 Literature 5.....	24
2.3 Research Framework.....	28

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Characteristics.....	31
3.2 Operational Variables.....	33
3.3 Research Stages.....	35
3.4 Data Types and Resources.....	36
3.4.1 Primary Data.....	36
3.4.2 Secondary Data.....	39
3.5 Data Validity and Reliability.....	39
3.6 Data Analysis.....	40

CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Research Findings and Discussions	43
4.1.1 Line Pay Use.....	43
4.1.2 Relative Advantage.....	45
4.1.3 Compatibility.....	50
4.1.3. Complexity.....	53
4.1.4. Cost.....	55
4.1.5. Trust.....	57
4.1.6. Security Risk.....	58
4.1.7. Impact of Price Promotion.....	59

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion.....	65
5.1.1 LINE Pay e-cash Use.....	65
5.1.2. Relative Advantage.....	66
5.1.3. Compatibility.....	66
5.1.4 Complexity.....	67
5.1.5 Costs.....	67
5.1.6 Trust.....	67
5.1.7 Security Risk.....	68
5.1.8 Additional Findings – Impact of Price Promotions.....	68
5.2 Recommendation	
5.2.1 Recommendation for LINE Pay.....	68
5.1.2 Recommendation for Future Researches.....	69

BIBLIOGRAPHY	70
APPENDIX	75