

DAFTAR TABEL

Tabel 4. 1 Karakteristik Responden Berdasarkan Usia	64
Tabel 4. 2 Karakteristik Responden Berdasarkan Jenis Kelamin.....	65
Tabel 4. 3 Karakteristik Responden Berdasarkan Domisili	65
Tabel 4. 4 Karakteristik Responden Berdasarkan Pendidikan Terakhir	67
Tabel 4. 5 Karakteristik Responden Berdasarkan Pekerjaan.....	67
Tabel 4. 6 Karakteristik Responden Berdasarkan Pendapatan	68
Tabel 4. 7 Karakteristik Responden Berdasarkan Frekuensi Belanja di Shopee	69
Tabel 4. 8 Kriteria Kategorisasi Hasil Analisis Deskriptif.....	70
Tabel 4. 9 Hasil Analisis Deskriptif Variabel Extraversion.....	70
Tabel 4. 10 Hasil Analisis Deskriptif Variabel Agreeableness	72
Tabel 4. 11 Hasil Analisis Deskriptif Variabel Neuroticism	73
Tabel 4. 12 Hasil Analisis Deskriptif Variabel Conscientiousness.....	74
Tabel 4. 13 Hasil Analisis Deskriptif Variabel Openness	75
Tabel 4. 14 Hasil Analisis Deskriptif Variabel Prior Negative Experience	76
Tabel 4. 15 Hasil Analisis Deskriptif Variabel Perceived Benefit.....	77
Tabel 4. 16 Hasil Analisis Deskriptif Variabel Privacy Concern	78
Tabel 4. 17 Hasil Analisis Deskriptif Variabel Trust.....	79
Tabel 4. 18 Hasil Analisis Deskriptif Variabel Willingness to Disclose Personal Data.....	81
Tabel 4. 19 Convergent Validity	82
Tabel 4. 20 Fornell-Larcker.....	85
Tabel 4. 21 Cross-loadings	85
Tabel 4. 22 Heterotrait-monotrait ratio (HTMT)	87
Tabel 4. 23 Reliability Test.....	88
Tabel 4. 24 Path coefficients	89
Tabel 4. 25 R-squared (R^2)	92
Tabel 4. 26 Goodness of fit (GoF).....	93
Tabel 4. 27 Pengujian Hipotesis	94