

LIST OF FIGURES

Figure 1.1: LINE's Logo	1
Figure 1.2: The journey to one billion downloads	2
Figure 1.3: LINE Shopping launched in Indonesia and Malaysia	3
Figure 1.4: LINE's Review in Google Play	5
Figure 1.5: LINE's Review in App Store.....	5
Figure 1.6: Number of Users Line World	6
Figure 1.7: LINE Shopping Followers	8
Figure 2.1: Technology Acceptance Model	17
Figure 2.2: TAM 2	18
Figure 2.3: TAM 3	19
Figure 2.4: Conceptual Framework	30
Figure 3.1: Steps of Research	38
Figure 4.1: Respondents Age Frequency Diagram	54
Figure 4.2: Gender Respondents Frequency Diagram	55
Figure 4.3: Respondents Education Frequency Diagram	56
Figure 4.4: Respondents Income Frequency Diagram	57