

## TABLE LIST

Table 2.1 Table of Previous Research .....	36
Table 3.1 Research Characteristics .....	41
Table 3.2 Sample Scale.....	42
Table 3.3 Operational Variable.....	43
Table 3.4 Validity Test Results Variable of Business Ethics .....	53
Table 3.5 Validity Test Results Variable of User Perception.....	54
Table 3.6 The level of reliability test based on alpha result .....	55
Table 3.7 Reliability Test Results Variable Business Ethics and User Perception ....	56
Table 3.8 Classification Criteria for Rating Percentage .....	57
Table 4.1 Classification Criteria for Rating Percentage .....	65
Table 4.2 Recapitulation Score of Variable Business Ethics.....	66
Table 4.3 Respondents Indicator of Autonomy Principle.....	68
Table 4.4 Respondents Indicator of Honesty Principle .....	69
Table 4.5 Respondents Indicator of Justice Principle.....	71
Table 4.6 Respondents Indicator of Mutual Benefits-Principle.....	73
Table 4.7 Respondents Indicator of Moral Integrity Principle .....	75
Table 4.8 Recapitulation Score of Variable User Perception .....	76
Table 4.9 Table result of Crosstab analysis .....	78
Table 4.10 Business Activities Correlation in LINE Instant Messenger Based on Business Ethics towards The User Perception .....	79

