

LIST OF TABLES

Table 1.1 Ranking Application Indonesia (Category: Shopping)	8
Table 2.1 Previous Research.....	22
Table 2.2 Research hypothesis	30
Table 3.1 Research Characteristic	33
Table 3.2 Operational Variable.....	35
Table 3.3 Validity Test Result.....	47
Table 3.4 Reliability Test Result	49
Table 3.5 PLS Output Criteria	52
Table 3.6 Interval Group.....	56
Table 4.1 Respondent Characteristic by Gender	63
Table 4.2 Respondent Characteristic by Education Level.....	64
Table 4.3. Respondent Charateristic by Occupation	65
Table 4.5 Descriptive Analysis: Performance Expectancy.....	66
Table 4.6 Descriptive Analysis: Effort Expectancy	68
Table 4.7 Descriptive Analysis: Social Influence.....	69
Table 4.8 Descriptive Analysis: Facilitating Condition	71
Table 4.9 Descriptive Analysis: Hedonic Motivation	72
Table 4.10 Descriptive Analysis: Price Value.....	74
Table 4.11 Descriptive Analysis: Habit.....	75
Table 4.13 Descriptive Analysis: Behavioural Intention.....	77
Table 4.14 Descriptive Analysis Summary	78
Table 4.15 Outer Loading Score.....	81
Table 4.16 AVE Score.....	83
Table 4.17 Correlation Score Among Variable	84
Table 4.18 Cross Loading Correlation of each item.....	85
Table 4.19 Reliability Test	86
Table 4.20 Path Coefficient and t-value	88
Table 4.21 R Square	90
Table 4.22 Bootstrapping Result of Gender Moderating Variable.....	92
Table 4.23 t-value of Compared Path of Male and Female Group.....	92

Table 4.24 Hypothesis Testing on Bukalapak Mobile App Moderate Variable.....	93
Table 4.25 Bootstrapping Result of Educational Level Moderate Variable	94
Table 4.26 t-values Compared Path of high level and middle level Group.....	95
Table 4.27 Hypothesis Testing on Educational Level Moderate Variable	95
Table 4.28 Hypothesis Testing Result	97