

## LIST OF FIGURES

Figure 1.1 Tix Id Logo.....	1
Figure 1.2 Indonesia`s Internet User Penetration 2016.....	3
Figure 1.3 Number of Screens and Theaters... ..	5
Figure 1.4 Number of Imported Films and Indonesian Films... ..	6
Figure 1.5 Mtix and Tix Id Logo.....	8
Figure 2.1 Theory Reasoned of Action... ..	14
Figure 2.2 Theory of Planned Behavior... ..	15
Figure 2.3 Technology Acceptance Model... ..	16
Figure 2.4 UTAUT2.....	17
Figure 2.5 Research Framework.....	33
Figure 2.6 Research Framework with Continuance Intention.....	34
Figure 3.1 Research Stages.....	54
Figure 4.1 Continuum Line Regarding PE.....	76
Figure 4.2 Continuum Line Regarding EE.....	77
Figure 4.3 Continuum Line Regarding SI.....	78
Figure 4.4 Continuum Line Regarding FC.....	79
Figure 4.5 Continuum Line Regarding HM... ..	80
Figure 4.6 Continuum Line Regarding H .....	81
Figure 4.7 Continuum Line Regarding CI .....	82
Figure 4.8 Outer Model.....	84
Figure 4.9 Inner Model .....	90
Figure 4.10 Moderation Test with Gender... ..	92
Figure 4.11 Moderation Test with Age .....	93
Figure 4.12 Moderation Test with Experience .....	94

