

LIST OF TABLES

Table 2.1 Previous Research.....	11
Table 2.2 Research Hypothesis.....	26
Table 3.1 Research Characteristics.....	33
Table 3.2 Operational Variable.....	35
Table 3.3 Guidelines for the Adequacy of the total sample size	53
Table 4.1 Characteristics of Respondents Based on Using TIX ID Cinema Online Ticket Services	69
Table 4.2 Characteristics Respondents by Gender	70
Table 4.3 Characteristics Respondents by Age	70
Table 4.4 Characteristics Respondents by Frequency Using Tix Id.....	71
Table 4.5 Characteristics Respondents by Residential Area	72
Table 4.6 Characteristics Respondents by Education.....	72
Table 4.7 Characteristics Respondents by Occupation.....	73
Table 4.8 Characteristics Respondents by Income	74
Table 4.9 Responses Regarding PE.....	75
Table 4.10 Responses Regarding EE.....	76
Table 4.11 Responses Regarding SI	77
Table 4.12 Responses Regarding FC	78
Table 4.13 Responses Regarding HM.....	79
Table 4.14 Responses Regarding H.....	81
Table 4.15 Responses Regarding CI.....	82
Table 4.16 Initial Convergent Validity	84
Table 4.17 Final Convergent Validity.....	86
Table 4.18 Discriminant Validity.....	87
Table 4.19 Reliability Test.....	88
Table 4.21 Path Coefficient.....	90
Table 4.22 Path Coefficient Moderating Gender.....	92
Table 4.23 Path Coefficient Moderating Age.....	93
Table 4.24 Path Coefficient Moderating Experience.....	94

