

## LIST OF TABLES

|  |    |
|--|----|
| Table 2. 1 Previous Research.....                              | 21 |
| Table 2. 2 Research Hypothesis .....                           | 29 |
| Table 3. 1 Research Characteristics .....                      | 33 |
| Table 3. 2 Operationalization of Variable.....                 | 35 |
| Table 3. 3 Corrected-Item Total Correlation (CITC).....        | 46 |
| Table 3. 4 Cronbach's Alpha Reliability Test.....              | 48 |
| Table 4. 1 Respondent Characteristic by Gender.....            | 64 |
| Table 4. 2 Respondent Characteristics by Age .....             | 65 |
| Table 4. 3 Respondent Characteristic by Residential Area.....  | 65 |
| Table 4. 4 Respondent Characteristic by Income.....            | 66 |
| Table 4. 5 Transaction on Shopee .....                         | 67 |
| Table 4. 6 Transaction with ShopeePay .....                    | 67 |
| Table 4. 7 Performance Expectancy.....                         | 68 |
| Table 4. 8 Effort Expectancy .....                             | 69 |
| Table 4. 9 Social Influence.....                               | 70 |
| Table 4. 10 Facilitating Conditions.....                       | 72 |
| Table 4. 11 Hedonic Motivation .....                           | 73 |
| Table 4. 12 Price Value.....                                   | 74 |
| Table 4. 13 Habit.....   | 75 |
| Table 4. 14 Gamification Impact .....                          | 76 |
| Table 4. 15 Behavioural Intention.....                         | 78 |
| Table 4. 16 Use Behaviour.....                                 | 79 |
| Table 4. 17 Convergent Validity .....                          | 81 |
| Table 4. 18 Final Convergent Validity.....                     | 82 |
| Table 4. 19 Average Variance Extracted .....                   | 83 |
| Table 4. 20 Fornell-Larcker Criteria (Correlation matrix)..... | 85 |
| Table 4. 21 Cross-Loadings value.....                          | 86 |
| Table 4. 22 Cronbach's Alpha and Composite Reliability .....   | 87 |

|   |    |
|---|----|
| Table 4. 23 Path Coefficient and t-value.....                           | 89 |
| Table 4. 24 R-square result .....                                       | 90 |
| Table 4. 25 Path Coefficient with Age as a moderating variable.....     | 91 |
| Table 4. 26 Path Coefficient with Gender as a moderating variable ..... | 93 |
| Table 4. 27 Direct and Indirect Effects .....                           | 94 |
| Table 4. 28 Research Hypothesis result .....                            | 96 |