

DAFTAR GAMBAR

Gambar 1.1 Logo PT. Tara Prima Megah.....	2
Gambar 1.2 Grafik Penjualan Produk PT. Tara Prima Megah	4
Gambar 2.1 Kerangka Pemikiran.....	23
Gambar 3.1 Tahapan Penelitian.....	32
Gambar 3.2 Garis Kontinum.....	37
Gambar 4.1 Hasil Uji Heteroskedastisitas Scatterplot.....	48
Gambar 4.2 Garis Kontinum Variabel Digital Literacy	52
Gambar 4.3 Garis Kontinum Variabel Digital Capability	54
Gambar 4.4 Garis Kontinum Variabel Personal Innovativeness	57