
TABLE OF CONTENTS

APPROVAL PAGE	ii
PREFACE	iv
ABSTRAK	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER I INTRODUCTION	1
1.1. Object Overview	1
1.2. Background	3
1.3. Problem Formulation	8
1.4. Research Objective	11
1.5. Significance of The Study	11
1.6. Writing Systematic	12
CHAPTER II LITERATURE REVIEW	13
2.1. Theoretical Review and Previous Research	13
2.1.1. Theoretical Review	13
2.1.2. Previous Research	16
2.1.3. Research Framework	18
2.2. Research Hypothesis	20
CHAPTER III RESEARCH METHODOLOGY	22
3.1. Research Characteristics	22
3.2. Operational and Variable Measurement	23
3.3. Research Stage	26
3.4. Population, Sample, & Sampling Method	27
3.4.1. Population	27
3.4.2. Sample	27
3.5. Data Collection Method	28

3.5.1. Primary Data.....	28
3.5.2. Secondary Data.....	29
3.6. Validity and Reliability Test.....	29
3.7. Data Analysis Technique.....	31
3.7.1. Structural Equation Modelling.....	32
3.7.2. Partial Least Square.....	33
3.8. Hypothesis Testing.....	33
CHAPTER IV RESEARCH RESULT & DISCUSSION.....	35
4.1. Respondent Characteristics.....	35
4.1.1. Respondent Characteristics by Gender.....	35
4.1.2. Respondent Characteristics by Age.....	35
4.1.3. Respondent Characteristics by Location.....	36
4.1.4. Respondent Characteristics by Occupation.....	37
4.1.5. Respondent Characteristics by Subscribed Provider.....	37
4.1.6. Respondent Characteristics by Duration of Use.....	38
4.1.7. Respondent Characteristics by Monthly Spending.....	38
4.2. Research Result.....	39
4.2.1. Mean.....	39
4.2.2. Measurement Model Test Result.....	41
4.2.3. Structural Model Test Result.....	45
4.2.4. Additional Analysis.....	47
4.2.5. Hypothesis Testing.....	50
4.3. Discussion.....	51
CHAPTER V CONCLUSION AND SUGGESTION.....	53
5.1. Conclusions.....	53
5.2. Suggestion.....	53
5.2.1. Suggestion for the Companies.....	53
5.2.2. Suggestion for the Further Research.....	54
BIBLIOGRAPHY.....	56
ATTACHMENT.....	66