

## DAFTAR GAMBAR

Gambar 1.1 <i>T-Cash</i> Beralih Logo ke LinkAja.....	2
Gambar 1.2 Cashback Linkaja .....	4
Gambar 1.3 Jumlah Unduhan LinkAja Di Play Store.....	5
Gambar 1.4 Jumlah Unduhan LinkAja Di App Store .....	6
Gambar 1.5 Survey APJII: Penetrasi Pengguna Internet 2019-2020.....	7
Gambar 1.6 Techasia.com Kinerja LinkAja 2020.....	8
Gambar 2.1 Grand Theory, Middle Theory, and Applied Theory.....	<b>Error! Bookmark not defined.</b>
Gambar 2.2 Kerangka Pemikiran.....	28
Gambar 4.10 Uji P-Plots.....	51