

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu	27
Tabel 3.1 Jenis Penelitian.....	41
Tabel 3.2 Operasionalisasi Variabel	43
Tabel 3.3 Narasumber Penelitian	51
Tabel 4.1 Karakteristik Narasumber dan Teknis Wawancara.....	55
Tabel 4.2 Hasil Wawancara Ide Pengembangan Credimart.....	57
Tabel 4.3 Hasil Wawancara <i>Value Proposition</i> Credimart.....	60
Tabel 4.4 Hasil Wawancara <i>Platform Service Canvas</i> Credimart	65
Tabel 4.5 Hasil Wawancara <i>User Behavior & Governance Canvas</i> Credimart	92
Tabel 4.6 Hasil Wawancara <i>Network Effects Stimulation Canvas</i> Credimart	119
Tabel 4.7 Hasil Wawancara <i>Platform Crisis Response Canvas</i> Credimart	131
Tabel 4.8 Hasil Wawancara Tantangan Pertumbuhan Platform Credimart	154
Tabel 4.9 Tantangan Pertumbuhan Platform Credimart Per Kanvas PIK	158
Tabel 4.10 Pengkategorian Tantangan Pertumbuhan Platform Credimart	163