

List of Tables

Table 2.5 Previous Research Table	11
Table 3.2.3 Operational Variable	18
Table 3.5.1 Likert Scale	36
Table 3.6.1 Validity Test.....	38
Table 3.6.1 Reliability Test.....	40
Table 3.7.1 Symbol on the path diagram	44
Table 4.1.1 Characteristic Based on Class	55
Table 4.1.2 Characteristic Based on Gender... ..	56
Table 4.1.3 Characteristic Based on Income.....	56
Table 4.1.4 Characteristic Based on Buying Frequency... ..	57
Table 4.2 Score Criteria	58
Table 4.2.1 Technological Factor.....	58
Table 4.2.1 Operational Factor.....	60
Table 4.2.1 Consumer Factor	61
Table 4.2.1 Product/Service Factor	62
Table 4.2.1 Pricing Factor	64
Table 4.2.1 Buying Decision.....	65
Table 4.2.1 Customer Satisfaction	66
Table 4.3.1 Convergent Validity	68
Table 4.3 Technological Factor.....	70
Table 4.4 Composite Reliability Test.....	71
Table 4.4 Cronbach Alpha Test.....	72
Table 4.4 Fornell-Larcker Test.....	73
Table 4.6 R Square	73
Table 4.7 (a) Hypothesis Test	75
Table 4.7 (b) Total Indirect Influence	77