

LIST OF TABLES

Table 1.1 Table of Previous Theory and Research	15
Table 2.1 Research Characteristic	48
Table 3.1 Table of Variable Operationalization	50
Table 4.1 Measurement Scale	54
Table 5.1 Table of Validity Test Variable X	58
Table 6.1 Table of Validity Test Variable Y	59
Table 7.1 Formula Cronbach Alpha	60
Table 8.1 Table of Reliability Test Variable X and Y	61
Table 9.1 Table of Percentage Classification	63
Table 10.1 Table of Characteristic of Respondents	68
Table 11.1 Table of User Interface Response	69
Table 11.2 Table of Information Quality Response	70
Table 11.3 Table of Perceived Privacy Response	71
Table 11.4 Table of Perceived Security Risk Response	72
Table 11.5 Table of Brand Awareness Response	73
Table 11.6 Table of Customer Trust Response	74
Table 11.7 Table of Customer Loyalty Response	75
Table 12.1 Table of One-Sample Kolmogorov-Smirnov	79
Table 12.2 Table of Glejser I Test	80
Table 12.3 Table of Glejser II Test	81
Table 12.4 Table of Multcollinearity Test	82
Table 13.1 Table of Multiple Regression Linear I	81
Table 13.2 Table of Multiple Regression Linear II	84
Table 14.1 Table of T-Test	85
Table 14.2 Table of Anova	86
Table 14.3 Table of Coefficients Determination I	87
Table 14.4 Table of Coefficients Determination II	87