

DAFTAR GAMBAR

Gambar 1.1 Persentase Belanja Online.....	2
Gambar 1.2 Statistik Unduhan Steam Indonesia	6
Gambar 1.3 Network <i>E-purchase intention</i>	9
Gambar 1.4 Overlay <i>E-purchase intention</i>	10
Gambar 1.5 Steam Community.....	11
Gambar 1.6 Kerangka teori.....	23
Gambar 2.3 Kerangka Pemikiran.....	72
Gambar 3.1 Nilai Cronbach's alpha.....	92
Gambar 4.1 Diagram karakteristik berdasarkan jenis kelamin	103
Gambar 4.2 Diagram karakteristik berdasarkan jenis kelamin	105
Gambar 4.3 Diagram karakteristik berdasarkan lama menggunakan	107
Gambar 4.4 Garis Kontinum variabel <i>Scarcity</i>	113
Gambar 4.5 Garis Kontinum variabel E-Trust Sumber	117
Gambar 4.6 Garis Kontinum variabel <i>Fomo</i> Sumber	121
Gambar 4.7 Garis Kontinum variabel <i>E-purchase intention</i>	126
Gambar 4.4 Outer Model SEM.....	127