

## DAFTAR TABEL

|                                                                                         |    |
|-----------------------------------------------------------------------------------------|----|
| Tabel 1.1 Data Penjualan Aplikasi Pijar Sekolah - Posisi September 2024 .....           | 9  |
| Tabel 2.1 Skripsi .....                                                                 | 25 |
| Tabel 2.2 Jurnal Internasional .....                                                    | 27 |
| Tabel 2.3 Jurnal Nasional .....                                                         | 29 |
| Tabel 3.1 Operasional Variabel .....                                                    | 34 |
| Tabel 3.2 Pengukuran Skala Likert .....                                                 | 38 |
| Tabel 3.3 Jumlah Populasi .....                                                         | 39 |
| Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin .....                       | 47 |
| Tabel 4.2 Karakteristik Responden Berdasarkan Usia .....                                | 47 |
| Tabel 4.3 Karakteristik Responden Berdasarkan Status .....                              | 48 |
| Tabel 4.4 Karakteristik Responden Berdasarkan Intensitas Penggunaan Pijar Sekolah ..... | 48 |
| Tabel 4.5 Nilai <i>Outers Loadings</i> .....                                            | 50 |
| Tabel 4. 6 <i>Average Variance Extracted</i> .....                                      | 53 |
| Tabel 4. 7 Hasil Uji <i>Heterotrait-Monotrait Ratio</i> (Htmt) .....                    | 54 |
| Tabel 4. 8 Hasil Uji <i>Cronbach's Alpha</i> Dan <i>Composite Reliability</i> .....     | 55 |
| Tabel 4.9 Hasil Uji Multikolinearitas .....                                             | 56 |
| Tabel 4.10 Hasil Uji Koefisien Determinasi ( <i>R-Squared</i> ) .....                   | 57 |
| Tabel 4. 12 Hasil Uji <i>Effect Size</i> ( <i>F-Squared</i> ) .....                     | 58 |
| Tabel 4. 13 Hasil Pengujian Hipotesis Dengan <i>Boostrapping</i> .....                  | 59 |