

## DAFTAR GAMBAR

Nomor	Nama Gambar	Halaman
1.1.	<i>Logo Evolution</i> .....	5
1.2.	<i>Online Market Share</i> .....	6
2.1.	Model Penelitian .....	28
4.1.	Diagram Persentase Berdasarkan Gender.....	55
4.2.	Diagram Persentase Berdasarkan Usia.....	56
4.3.	Diagram Persentase Berdasarkan Pendidikan Terakhir Responden.....	57
4.4.	Diagram Persentase Berdasarkan Pekerjaan Responden.....	59
4.5.	Diagram Persentase Berdasarkan Pembelian Responden.....	60
4.6.	<i>Path Diagram Standarized Solution</i> .....	81
4.7.	<i>Path Diagram T-Value</i> .. .....	81