DAFTAR GAMBAR

Gambar 1.1 Data Pengguna Internet Indonesia .............................................. 2
Gambar 1.2 Data Perilaku Pengguna Internet di Indonesia ......................... 3
Gambar 1.3 Alexa Traffic Rank OLX.co.id ................................................. 6
Gambar 1.4 Data Traffic OLX.co.id ............................................................. 7
Gambar 1.5 Hasil Pra Survei ..................................................................... 12
Gambar 4.1 Jenis Kelamin Responden ....................................................... 59
Gambar 4.2 Usia Responden .................................................................... 60
Gambar 4.3 Pekerjaan Responden ............................................................... 61
Gambar 4.4 Pendapatan Responden ............................................................. 62
Gambar 4.5 Model Pengukuran Kepercayaan ........................................... 69
Gambar 4.6 Model Pengukuran Persepsi Risiko ....................................... 71
Gambar 4.7 Model Pengukuran Kualitas Informasi .................................... 74
Gambar 4.8 Model Pengukuran Minat Beli ............................................... 77
Gambar 4.9 Model Pengukuran Measurement Variabel Penelitian ......... 80
Gambar 4.10 Modifikasi Model Pengukuran Measurement ....................... 82
Gambar 4.11 Model Struktural ................................................................... 85