

DAFTAR GAMBAR

<i>Figure 1: The data of E-Commerce Website Visitors on Quarter I 2022.....</i>	<i>67</i>
<i>Figure 2: Full Model Structural Test.....</i>	<i>72</i>

DAFTAR TABEL

<i>Table 1. Characteristics Of Respondents.....</i>	70
<i>Table 2. Measurement Model Results.....</i>	71
<i>Table 3. The Goodness of Fit Index.....</i>	71
<i>Table 4. Hypothesis Testing</i>	72
<i>Table 5. Sobel Test - Significance of Mediation.....</i>	72

DAFTAR LAMPIRAN

LAMPIRAN 1: SK DEKAN	1
LAMPIRAN 2: <i>LETTER OF ACCEPTANCE</i> (LOA)	10
LAMPIRAN 3: DOKUMEN INFORMASI ARTIKEL	13
LAMPIRAN 4: KUESIONER	15
LAMPIRAN 5: DATA.....	30
LAMPIRAN 6: OUTPUT OLAHAN DATA	34