**DAFTAR GAMBAR**

Gambar 1.1 : Data Pengguna Smartphone di Indonesia.........................................................2

Gambar 2.1 : Proses Keputusan Pembelian..........................................................................14

Gambar 2.2 : Kerangka Pemikiran........................................................................................20

Gambar 3.1 : Tabel Durbin Watson......................................................................................31

Gambar 4.1 : Logo Go-Jek....................................................................................................34

Gambar 4.2 : Hasil Tabel Durbin Watson.............................................................................46