

DAFTAR ISI

Halaman Judul Dalam.....	i
Halaman Pernyataan	ii
Halaman Persetujuan Skripsi.....	iii
Halaman Pengesahaan Kelulusan Skripsi.....	iv
Riwayat Hidup	v
Halaman Persembahan	vi
Motto	vii
Abstrak.....	ix
Abstract.....	x
Kata Pengantar	xi
Daftar Isi	xiii
Daftar Tabel	xvii
Daftar Gambar.....	xvii
Daftar Lampiran.....	xix
BAB I Pendahuluan	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah.....	12
1.3 Ruang Lingkup Penelitian	12
1.3.1 Ruang lingkup subjek	12
1.3.2 Ruang Lingkup Objek	12
1.3.3 Ruang Lingkup Tempat	13
1.3.4 Ruang Lingkup Ilmu Pengetahuan	13
1.4 Tujuan Penelitian	13
1.5 Manfaat Penelitian	13

1.5.1 Bagi Bank BRI KCP Bandar Lampung	13
1.5.2 Bagi Penulis	13
1.5.3 Bagi Kampus IIB Darmajaya.....	13
1.6 Sistematika Penulisan	13
BAB I Pendahuluan	13
BAB II Landasan Teori.....	14
BAB III Metode Penelitian.....	14
BAB IV Hasil Penelitian dan Pembahasan.....	14
BAB V Simpulan dan Saran	14
BAB II Landasan Teori.....	15
2.1 <i>Technology Acceptance Model (TAM)</i>	15
2.1.1 Definisi <i>Technology Acceptance Model (TAM)</i>	15
2.2 <i>Perceived Usefulness</i>	16
2.2.1 Definisi <i>Perceived Usefulness</i>	16
2.2.2 Faktor-faktor yang mempengaruhi <i>Perceived Usefulness</i>	18
2.2.3 Indikator <i>Perceived Usefulness</i>	19
2.3 <i>Perceived Ease of Use</i>	19
2.3.1 Definisi <i>Perceived Ease of Use</i>	19
2.3.2 Dimensi <i>Perceived Ease of Use</i>	21
2.3.3 Indikator <i>Perceived Ease of Use</i>	21
2.4 Sikap Nasabah (<i>Attitude Toward Using</i>)	22
2.4.1 Pengertian Sikap Nasabah (<i>Attitude Toward Using</i>)	22
2.4.2 Faktor-faktor yang mempengaruhi Sikap	23
2.4.3 Indikator Sikap Nasabah (<i>Attitude Toward Using</i>)	23
2.5 Penelitian Terdahulu	25
2.6 Kerangka Penelitian	27

2.7 Model Penelitian	28
2.8 Hipotesis Penelitian	28
2.8.1 Pengaruh <i>Perceived Usefulness</i> terhadap Sikap Nasabah	28
2.8.2 Pengaruh <i>Perceived Ease of Use</i> terhadap Sikap Nasabah.....	30
BAB III Metode Penelitian.....	32
3.1 Jenis Penelitian	32
3.2 Sumber Data	32
3.3 Metode Pengumpulan Data	32
3.4 Populasi dan Sampel	33
3.4.1 Populasi	33
3.4.2 Sampel	33
3.5 Variabel Penelitian	34
3.5.1 Variabel Eksogen (<i>Exogenous</i>)	34
3.5.2 Variabel Endogen (<i>Endogenous</i>)	34
3.6 Definisi Operasional Variabel	35
3.7 Metode Analisis Data	36
3.7.1 Outer Model	37
3.7.2 Inner Model	38
3.8 Pengujian Hipotesis	38
3.9 Langkah-langkah analisis SEM	39
3.10 Perhitungan Q-Square	43
BAB IV Hasil Dan Pembahasan	44
4.1 Deskripsi Data	44
4.1.1 Deskripsi Karakteristik Responden	44
4.1.2 Hasil Uji Deskripsi Responden	39
4.2 Uji Analisis Data.....	48

4.2.1 Hasil Uji Diskriminan (<i>Discriminant Validity</i>)	48
4.2.2 Hasil Uji <i>Composite Reliability</i> dan <i>Cronbach's Alpha</i>	50
4.2.3 Hasil Uji Mengevaluasi <i>Average Variance Extracted (AVE)</i>	51
4.3 Uji Hipotesis	53
4.3.1 Pengujian Hipotesis 1 (Pengaruh <i>Perceived Usefulness</i> (X1) terhadap <i>Attitude Toward Using</i> (Y))	54
4.3.2 Pengujian Hipotesis 2 (Pengaruh <i>Perceived Ease Of Use</i> (X2) terhadap <i>Attitude Toward Using</i> (Y))	54
4.4 Pembahasan	55
4.7.1 Pengaruh <i>Perceived Usefulness</i> (X1) terhadap <i>Attitude Toward Using</i> (Y)	55
4.7.2 Pembahasan Pengaruh <i>Perceived Ease Of Use</i> (X2) terhadap <i>Attitude Toward Using</i> (Y)	56
BAB V Simpulan dan Saran	57
5.1 Simpulan	57
5.2 Saran	57
Daftar Pustaka	
Lampiran	