

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.1 Logo PT Bank Central Asia Tbk | 2 |
| Gambar 1.2 Struktur Tata Kelola Perusahaan | 3 |
| Gambar 1.3 Data Pengguna <i>Mobile</i> di Indonesia | 5 |
| Gambar 1.4 Aktivitas Penggunaan <i>Mobile</i> | 6 |
| Gambar 1.5 Pertumbuhan Transaksi via <i>Mobile Banking</i> Nasabah BCA | 8 |
| Gambar 2.1 <i>Theory of Reasoned Action Model</i> | 17 |
| Gambar 2.2 <i>Theory of Planned Behavior Model</i> | 18 |
| Gambar 2.3 Model dasar <i>Technology Acceptance Model</i> (TAM)..... | 19 |
| Gambar 2.4 <i>Technology Acceptance Model 2</i> | 19 |
| Gambar 2.5 <i>Technology Acceptance Model 3</i> | 20 |
| Gambar 2.6 <i>Unified Theory of Acceptance and Use of Technology Model</i> | 21 |
| Gambar 2.7 Kerangka Pemikiran | 34 |
| Gambar 3.1 Tahapan Penelitian..... | 42 |
| Gambar 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin | 56 |
| Gambar 4.2 Karakteristik Responden Berdasarkan Usia | 57 |
| Gambar 4.3 Karakteristik Responden Berdasarkan Pendidikan Yang Telah Diperoleh | 58 |
| Gambar 4.4 Karakteristik Responden Berdasarkan Pekerjaan..... | 59 |
| Gambar 4.5 Karakteristik Responden Berdasarkan Pendapatan/Uang Saku Perbulan | 60 |

| | |
|--|----|
| Gambar 4.6 Hasil Uji Normalitas Variabel <i>Behavioral Intention</i> (Y)..... | 61 |
| Gambar 4.7 Hasil Uji Normalitas Variabel <i>Behavioral Intention</i> melalui P-Plot..... | 62 |
| Gambar 4.8 Hasil Uji Heteroskedastisitas | 64 |
| Gambar 4.9 Garis Perhitungan Durbin-Watson | 65 |