

## DAFTAR ISI

HALAMAN SAMBUNG.....	i
HALAMAN JUDUL.....	ii
HALAMAN PENGESAHAN.....	iii
HALAMAN PERNYATAAN.....	iv
KATA PENGANTAR.....	v
ABSTRAK.....	vii
<i>ABSTRACT</i> .....	viii
DAFTAR ISI.....	ix
DAFTAR TABEL.....	xiii
DAFTAR GAMBAR.....	xiv
BAB I PENDAHULUAN.....	1
1.1 Gambaran Objek Penelitian.....	1
1.1.1 Profil Perusahaan.....	1
1.1.2 Visi dan Misi.....	2
1.1.3 Budaya.....	3
1.2 Latar Belakang Penelitian.....	3
1.3 Rumusan Masalah.....	11
1.4 Pertanyaan Penelitian.....	11
1.5.1 Tujuan Penelitian.....	12
1.5.2 Kegunaan Penelitian.....	13
1.5.2.1 Aspek Teoritis.....	13
1.5.2.2 Aspek Praktisi.....	13
1.6 Sistematika Penulisan Tugas Akhir.....	13
BAB II TINJAUAN PUSTAKA DAN LINGKUP PENELITIAN.....	15
2.1 Tinjauan Pustaka.....	15
2.1.1 Pengertian Manajemen Teknologi.....	15
2.1.1.2 Teknologi Informasi.....	15
2.1.1.3 Tujuan dan Fungsi Teknologi Informasi.....	16
2.1.1.4 Peran dan Pentingnya Teknologi Informasi.....	16
2.1.2 <i>Mobile Banking</i> .....	17

2.1.2.1	Pengertian <i>Mobile Banking</i> .....	17
2.1.3	<i>Technology Accaptance Model (TAM)</i> .....	17
2.1.3.1	Pengertian <i>Technology Accaptance Model (TAM)</i> .....	17
2.1.4	<i>Unified Theory of Acceptance and Use of Technology 2</i> .....	18
2.1.5	<i>Word Of Mouth</i> .....	19
2.1.5.1	Pengertian <i>Word Of Mouth</i> .....	19
2.1.5.2	Pentingnya <i>Word Of Mouth</i> .....	20
2.1.5.3	Faktor yang mempengaruhi terjadinya <i>Word Of Mouth Communication</i> .....	<a href="#">20</a>
2.1.6	<i>Perceived Usefulness</i> .....	21
2.1.6.1	Pengertian <i>Perceived Usefulness</i> .....	21
2.1.7	<i>Perceived Ease Of Use</i> .....	21
2.1.7.1	Pengertian <i>Perceived Ease Of Use</i> .....	21
2.1.8	<i>Social Norm</i> .....	22
2.1.8.1	Pengertian <i>Social Norm</i> .....	22
2.1.9	<i>Trust</i> .....	23
2.1.9.1	Pengertian <i>Trust</i> .....	23
2.1.10	<i>Attitude</i> .....	23
2.1.10.1	Pengertian <i>Attitude</i> .....	23
2.1.11	<i>Intention</i> .....	24
2.1.11.1	Pengertian <i>Intention</i> .....	24
2.2	Penelitian Terdahulu .....	25
2.2.1	Jurnal Internasional dan Nasional .....	25
2.3	Kerangka Pemikiran .....	31
2.4	Hipotesis Penelitian .....	32
2.4.1	<i>Perceived Usefulness</i> terhadap <i>Attitude</i> dan <i>Perceived Usefulness</i> terhadap <i>Intention to continue using</i> .....	32
2.4.2	<i>Perceived of Using</i> terhadap <i>Attitudes</i> .....	33
2.4.3	<i>Social Norm</i> terhadap <i>Perceived Ease of Using</i> dan <i>Social Norm</i> terhadap <i>Perceived Usefulness</i> .....	33
2.4.4	<i>Trust</i> terhadap <i>Perceived Ease of Use</i> dan <i>Trust</i> terhadap <i>Perceived Usefulness</i> .....	34
2.4.5	<i>Attitude</i> terhadap <i>Intention to Continue Using</i> .....	34

2.4.6	<i>Word of Mouth</i> terhadap <i>Perceived Ease of Use</i> dan <i>Word of Mouth</i> terhadap <i>Perceived Usefulness</i> .....	35
2.5	Ruang Lingkup Penelitian.....	36
BAB III METODE PENELITIAN.....		37
3.1	Karakteristik Penelitian.....	37
3.2	Alat Pengumpulan Data .....	37
3.2.1	Variabel Eksogen .....	37
3.2.2	Variabel Endogen .....	38
3.2.3	Variabel Operasional .....	39
3.2.4	Skala Pengukuran .....	42
3.3	Tahapan Penelitian .....	43
3.4	Populasi Dan Sampel .....	43
3.4.1	Populasi .....	43
3.4.2	Sampel .....	44
3.5	Pengumpulan Data dan Sumber Data .....	45
3.5.1	Data Primer.....	45
3.5.2	Data Sekunder .....	45
3.6	Uji Validitas dan Uji Reliabilitas .....	45
3.6.1	Uji Validitas .....	45
3.6.2	Uji Reliabilitas.....	46
3.6.3	Kecocokan Model ( <i>Goodness of Fit</i> ) .....	47
3.7	Teknik Analisis Data.....	49
3.7.1	Pemodelan Persamaan struktural.....	51
3.7.2	Asumsi-Asumsi yang Diperlukan Dalam LISREL .....	53
3.7.3	Uji Hipotesis.....	53
BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....		54
4.1	Karakteristik Responden .....	54
4.1.1	Responden Berdasarkan <i>Screening Question</i> .....	54
4.1.2	Responden Berdasarkan Jenis Kelamin.....	55
4.1.3	Responden Berdasarkan Usia .....	56
4.1.4	Responden Berdasarkan Pekerjaan.....	57
4.1.5	Responden Berdasarkan Pendapatan Per Bulan .....	58

4.1.6	Responden Berdasarkan Domisili .....	59
4.1.7	Responden Berdasarkan Media Pengenalan <i>Mobile Banking Bank Mandiri</i> 0.....	60
4.2	Hasil Penelitian .....	61
4.2.1	Uji Validitas dan Uji Reliabilitas .....	61
4.2.2	Penilaian Kecocokan Model ( <i>Goodness of Fit</i> ) .....	64
4.2.3	Uji Hipotesis.....	65
4.2.4	Perhitungan Efek Total.....	70
4.3	Pembahasan Hasil Penelitian .....	70
4.3.1	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Attitudes</i> .....	71
4.3.2	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Intention to continue using</i> ....	71
4.3.3	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Attitudes</i> .....	72
4.3.4	Pengaruh <i>Social Norm</i> terhadap <i>Perceived Ease of Use</i> .....	72
4.3.5	Pengaruh <i>Social Norm</i> terhadap <i>Perceived Usefulness</i> .....	73
4.3.6	Pengaruh <i>Trust</i> terhadap <i>Perceived Ease of Use</i> .....	73
4.3.7	Pengaruh <i>Trust</i> terhadap <i>Perceived Usefulness</i> .....	73
4.3.8	Pengaruh <i>Attitudes</i> terhadap <i>Intention to Continue Using</i> .....	74
4.3.9	Pengaruh <i>Word of Mouth</i> terhadap <i>Perceived Ease of Use</i> .....	74
4.3.10	Pengaruh <i>Word of Mouth</i> terhadap <i>Perceived Usefulness</i> .....	75
4.3.11	Pengaruh <i>Word of Mouth</i> terhadap <i>Social Norm</i> .....	75
4.3.12	Pengaruh <i>Word of Mouth</i> terhadap <i>Trust</i> .....	75
4.3.13	Pengaruh <i>Word of Mouth</i> terhadap <i>Attitudes</i> .....	76
4.3.14	Pengaruh <i>Word of Mouth</i> terhadap <i>Intention to continue using</i> .....	76
	<b>BAB V KESIMPULAN DAN SARAN</b> .....	77
5.1	Kesimpulan .....	77
5.2	Saran .....	79
5.2.1	Saran bagi Perusahaan .....	79
5.2.2	Saran bagi Penelitian Selanjutnya.....	80
	<b>DAFTAR PUSTAKA</b> .....	82
	<b>LAMPIRAN</b> .....	88

