DAFAR ISI

ABSTRAK ..... **ii**

ABSTRACT ..... **iii**

LEMBAR PENGESAHAN ..... **iv**

LEMBAR PERNYATAAN ORISINALITAS ..... **v**

LEMBAR PERSEMBAHAN ..... **vi**

KATA PENGANTAR ..... **vii**

DAFAR ISI ..... **viii**

DAFTAR GAMBAR ..... **xiii**

DAFTAR TABEL ..... **xiv**

DAFTAR LAMPIRAN ..... **xv**

DAFTAR ISTILAH ..... **xvi**

BAB I PENDAHULUAN **1**

I.1 Latar Belakang **1**

I.2 Perumusan Masalah **2**

I.3 Tujuan Penelitian **3**

I.4 Batasan Penelitian ***3***

I.5 Manfaat Penelitian ***3***

I.6 Sistematika Penulisan ***4***

BAB II TINJAUAN PUSTAKA **5**

II.1 Enterprise System (ES) **5**

II.1.1 Karakteristik Enterprise Systems *7*

II.1.2 Kelebihan *7*

II.1.3 Kekurangan *8*

II.2 Usaha Kecil Menengah (UKM) **9**

II.3.1 Kondisi UKM Saat Ini *10*

II.3.2 Hambatan UKM *11*

II.3 Technology Acceptance Model 3 (TAM 3) **13**

II.4 Structural Equation Modeling - Partial Least Squares (SEM-PLS) **15**

II.5 Alasan Pemilihan Metode **15**

II.6 SmartPLS **15**

II.7 *State of the Art* **16**

BAB III METODOLOGI PENELITIAN **18**

III.1 Konseptual Model **18**

III.2 Sistematika Penelitian **19**

III.3 Tahapan Identifikasi **20**

III.3.1 Model Penelitian *21*

III.3.2 populasi dan Sampel *21*

III.3.3 Menentukan Variabel *21*

III.4 Tahap Pengumpulan Data **24**

III.4.1 Kuesioner *24*

III.4.2 Pengumpulan data *29*

III.5 Tahap Analisis Data **30**

III.5.1 Model Struktural (Inner Model) *30*

III.5.2 Model Pengukuran (Outer Model) *31*

III.6 Tahapan Pengambilan Keputusan **33**

III.9 Hipotesis Penelitian **33**

Bab IV Hasil Penelitian dan Pembahasan **36**

IV.1 Objek Penelitian **36**

IV.1.1 Profile Kadin *36*

IV.1.2 Visi dan Misi KADIN Kota Bandung *36*

IV.1.3 Struktur Organisasi Kadin Kota Bandung *37*

IV.1.4 Analisis GAP *38*

IV.2 Proses Pengumpulan Data **39**

IV.3 Demografi Responden **40**

IV.4 Analisis Statistik Deskriptif **43**

IV.5 Model Pengukuran (*Outer Model*) **45**

IV.5.1 Uji Validitas Konstruk *45*

IV.5.2 Uji Reliabilitas *57*

Bab V Pengujian Hipotesis **60**

V.1 Inner Model (koefisien determinasi) **60**

V.1.1 R-Square *61*

V.1.2 Path Coefficient 61

V.2 Uji Hipotesis 63

V.2.1 Pengaruh Subjective Norm terhadap Perceived of Usefulness 64

V.2.2 Pengaruh Subjective Norm terhadap Behavior Intention 64

V.2.3 Hubungan Image terhadap Perceived Usefulness 65

V.2.4 Hubungan Job Relevance terhadap Perceived Usefulness 66

V.2.5 Hubungan Output Quality terhadap Perceived Usefulness. 66

V.2.6 Hubungan Result of Demonstrability terhadap Perceived Usefulness 67

V.2.7 Hubungan Computer Self-efficecy terhadap Percived Ease of Use.....68

V.2.8 Hubungan Perception of External Control terhadap Perceived Ease of Use.....69

V.2.9 Hubungan Computer Anxiety terhadap Percived Ease of Use 69

V.2.10 Hubungan Computer Playfulness terhadap Percived Ease of Use.....70

V.2.11 Hubungan Perceived Enjoyment terhadap Percived Ease of Use 71

V.2.12 Hubungan Objective Useability terhadap Percived Ease of Use 72

V.2.13 Hubungan Percived Ease of Use terhadap Perceived Usefulness 72

V.2.14 Hubungan Percived Ease of Use terhadap Behavioral Intention 73

V.2.15 Hubungan Perceived of Usefulness terhadap Behavioral Intention 74

V.2.16 Hubungan Behavioral Intention terhadap Use Behavior 75

V.2.17 Hubungan Subjective Norm terhadap Image 75

Bab VI KESIMPULAN DAN SARAN 77

VI.1 Kesimpulan 77

VI.2 Saran 79

DAFTAR PUSTAKA 81

LAMPIRAN 84