

ABSTRACT

The development of electronic commerce industry has spurred competition in providing a product and services in a virtual world. The development of online business is also supported by a significant improvement of the internet users. Despite the rapid growth of internet users during recent years in Indonesia, internet banking still not yet become popular among Indonesian bank customer. Therefore, this research is intended to analyze the factors which influence the acceptance of internet banking, in this case Mandiri internet banking in Bandung in 2015.

The purpose of this research is to determine the customer perception toward Mandiri internet banking and to determine the factors influencing acceptance level of Mandiri internet banking by Bank Mandiri customer in Bandung. There are six dimensions being used in this research to measure the customer acceptance level of Mandiri internet banking. The dimensions are perceived usefulness, perceived ease-of-use, perceived enjoyment, amount of information on online banking, security and privacy, and quality of internet connection.

The data were collected using purposive sampling by choosing the individuals which met the certain characteristics, in this case Bank Mandiri customer in Bandung. There were 400 respondents were taken in this research. The analysis method is by means of descriptive-verify analysis and path analysis using the program of SPSS ver. 17.

The study found that the customer perception toward Mandiri internet banking is good and all of the six dimensions are significantly influencing the behavioral intention.

Based on this result, although all of the six dimensions are significantly influencing the behavioral intention, the perceived ease-of-use dimension has the greatest influence. Bank Mandiri should focus and make an improvement on this dimension especially the “flexible to interact with” item because the customer feels that Mandiri internet banking is not as flexible as the customer thought.

Keywords: *Internet Banking, Technology Acceptance Model, Behavioral Intention*