

DAFTAR ISI

BAB I	1
1.1 Gambaran Umum Objek Penelitian	1
1.2 Latar Belakang Penelitian	2
1.3 Rumusan Masalah	8
1.4 Pertanyaan Penelitian	10
1.5 Tujuan Penelitian	11
1.6 Manfaat Penelitian	12
1.7 Sistematika Penelitian	13
BAB II	14
2.1 Tinjauan Pustaka	14
2.1.1 Manajemen Strategi	14
2.1.2 Transformasi Digital	15
2.1.3 <i>E-Wallet</i>	16
2.1.4 <i>Unified Theory of Acceptance and the Use of Technology (UTAUT)</i> 16	
2.1.5 <i>Unified Theory of Acceptance and the Use of Technology 2</i> (UTAUT 2)	17
2.1.6 <i>Performance Expectancy</i>	17
2.1.7 <i>Effort Expectancy</i>	17
2.1.8 <i>Social Influence</i>	17
2.1.9 <i>Facilitating Condition</i>	18
2.1.10 <i>Hedonic Motivation</i>	18
2.1.11 <i>Habit</i>	18
2.1.12 <i>Price Value</i>	18
2.1.13 <i>Intention Behaviour</i>	19
2.1.14 <i>Trust</i>	19
2.2 Penelitian Terdahulu.....	20
2.3 Kerangka Pemikiran	29
2.4 Hipotesis Penelitian	32
BAB III	34

3.1	Karakteristik Penelitian	34
3.2	Alat Pengumpulan Data.....	35
3.2.1	Jenis Variabel	35
3.2.2	Operasional Variabel.....	36
3.2.3	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	Teknik Pengumpulan Data	44
3.5.1	Jenis Data	44
3.5.2	Teknik Pengumpulan Data.....	45
3.6	Uji Validitas dan Realibilitas	45
3.6.1	Uji Validitas	45
3.6.2	Uji Reliabilitas	48
3.7	Teknik Analisis Data dan Pengujian Hipotesis	49
3.7.1	Analisis Deskriptif	49
3.7.2	Structural Equation Modeling (SEM)	51
3.7.3	Jenis – Jenis Structural Equation Modeling (SEM)	52
3.7.4	Tahapan Structural Equation Modeling (SEM)	52
3.7.5	Goodness of Fit Model (Uji Kecocokan Model)	53
3.7.6	Kriteria Goodness of Fit.....	53
3.7.7	Uji Hipotesis.....	55
	Daftar Pustaka	98
	LAMPIRAN I KUESIONER PENELITIAN	102