

DAFTAR ISI

ABSTRAK	ii
ABSTRACT	iii
LEMBAR PENGESAHAN	iv
LEMBAR PERNYATAAN ORISINALITAS	v
HALAMAN PERSEMBAHAN	i
KATA PENGANTAR.....	ii
DAFTAR ISI.....	iii
DAFTAR GAMBAR.....	vii
DAFTAR TABEL	ix
DAFTAR SIMBOL	x
DAFTAR ISTILAH	xi
BAB I PENDAHULUAN	1
I.1 Latar Belakang	1
I.2 Perumusan Masalah.....	6
I.3 Tujuan Penelitian.....	7
I.4 Batasan Penelitian	7
I.5 Manfaat Penelitian.....	8
I.6 Sistematika Penulisan.....	8
BAB II TINJAUAN PUSTAKA.....	10
II.1 Penelitian Terdahulu.....	10
II.1.1 Persepsi Generasi Z pada Penggunaan <i>E-wallet</i> selama Pandemi Covid-19	10
II.1.2 <i>Determinants of intention to use e-wallet in Generation Z.....</i>	11

II.1.3	Keputusan Penggunaan <i>E-wallet</i> GoPay berdasarkan Pengaruh Keamanan, Persepsi Kemudahan, dan Persepsi Manfaat	12
II.1.4	<i>The Process of Adoption Interest in Using Digital Wallet in Central Jakarta (Case Study on GoPay Users)</i>	13
II.1.5	<i>The Impact of Website Design and Customer Support on Customer Experience and Its Relation to Fintech Adoption Intention in Saudi Arabia</i>	14
II.2	Kerangka Pemikiran	15
II.2.1	Adopsi Teknologi.....	15
II.2.2	<i>Financial Technology</i>	16
II.2.3	<i>E-wallet</i>	16
II.2.4	GoPay.....	17
II.2.5	Generasi Z.....	18
II.2.6	<i>Technology Acceptance Model (TAM)</i>	18
II.2.7	Keamanan (<i>Security</i>).....	19
II.2.8	Dukungan Pelanggan (<i>Customer Support</i>).....	20
II.2.9	<i>R Programming</i>	21
II.2.10	Metode Kuantitatif	22
II.2.11	Teknik Sampling	22
BAB III	METODOLOGI PENELITIAN.....	25
III.1	Konseptual	25
III.2	Sistematika Penyelesaian Masalah	26
III.2.1	Tahap Identifikasi.....	27
III.2.2	Tahap Pengumpulan Data	31
III.2.3	Tahap Pengolahan Data.....	34
III.2.4	Tahap Analisis Data	39
III.2.5	Tahap Pengambilan Keputusan.....	43

BAB IV	PENGUMPULAN DATA.....	44
IV.1	Menentukan Dimensi	45
IV.2	Tahap Pra-kuesioner	48
IV.2.1	Membuat Pra-kuesioner	48
IV.2.2	Menyebarkan Pra-kuesioner	49
IV.2.3	Menganalisis Hasil Pra-kuesioner	49
IV.3	Tahap Kuesioner.....	52
IV.3.1	Menentukan Dimensi Kuesioner.....	52
IV.3.2	Menentukan Sampel Penelitian.....	55
IV.3.3	Menyebarkan Kuesioner	55
IV.3.4	Mengumpulkan Data Kuesioner	55
IV.3.5	Menganalisis Data Kuesioner	58
BAB V	ANALISIS DATA	59
V.1	Analisis Data	59
V.2.1	Analisis Deskriptif	59
V.2.2	Analisis <i>Measurement Model</i>	60
V.2.3	Analisis <i>Structural Model</i>	66
V.2.4	Analisis <i>Bootstrapping Model</i>	71
V.2	Hasil Pengujian.....	72
V.2.1	Pengaruh <i>Customer Support</i> terhadap <i>Perceived Usefulness</i>	72
V.2.2	Pengaruh <i>Customer Support</i> terhadap <i>Perceived Ease of Use</i>	73
V.2.3	Pengaruh <i>Security</i> terhadap <i>Perceived Usefulness</i>	74
V.2.4	Pengaruh <i>Security</i> terhadap <i>Perceived Ease of Use</i>	75
V.2.5	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Behavioral Intention to Use</i>	76
V.2.6	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Attitude</i>	77

V.2.7	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Perceived Usefulness</i>	77
V.2.8	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Attitude</i>	78
V.2.9	Pengaruh <i>Attitude</i> terhadap <i>Behavioral Intention to Use</i>	79
V.3	Hasil Analisis	80
BAB VI	KESIMPULAN DAN SARAN	83
VI.1	Kesimpulan	83
VI.2	Saran	84
DAFTAR PUSTAKA	86