

DAFTAR ISI

HALAMAN PENGESAHAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Gambaran Umum Objek Penelitian	Error! Bookmark not defined.
1.2 Latar Belakang Penelitian	Error! Bookmark not defined.
1.3 Perumusan Masalah	Error! Bookmark not defined.
1.4 Tujuan Penelitian	Error! Bookmark not defined.
1.5 Manfaat Penelitian	Error! Bookmark not defined.
1.5.1 Manfaat Teoritis	Error! Bookmark not defined.
1.5.2 Manfaat Praktis	Error! Bookmark not defined.
1.6 Sistematika Penulisan Tugas Akhir	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1. Teori dan Penelitian Terdahulu.....	Error! Bookmark not defined.
2.1.1 <i>Techonology-Organization-Environment Theory</i>	Error! Bookmark not defined.
2.1.2 <i>Diffusion of Innovation</i>	Error! Bookmark not defined.
2.1.3 <i>Resource Based View Theory</i>	Error! Bookmark not defined.
2.1.4 <i>External Contingency</i>	Error! Bookmark not defined.
2.1.5 Definisi Variabel.....	Error! Bookmark not defined.
2.1.6 Hubungan Antar Variabel	Error! Bookmark not defined.

2.1.7	Penelitian Terdahulu	Error! Bookmark not defined.
2.2.	Kerangka Pemikiran.....	Error! Bookmark not defined.
2.3.	Hipotesis Penelitian.....	Error! Bookmark not defined.
BAB III METODE PENELITIAN		Error! Bookmark not defined.
3.1	Jenis Penelitian.....	Error! Bookmark not defined.
3.2	Operasionalisasi Variabel.....	Error! Bookmark not defined.
3.2.1	Skala Pengukuran.....	Error! Bookmark not defined.
3.3	Tahapan Penelitian	Error! Bookmark not defined.
3.4	Populasi dan Sampel	Error! Bookmark not defined.
3.4.1	Populasi.....	Error! Bookmark not defined.
3.4.2	Sampel.....	Error! Bookmark not defined.
3.5	Pengumpulan Data dan Sumber Data	Error! Bookmark not defined.
3.5.1	Pengumpulan Data	Error! Bookmark not defined.
3.5.2	Sumber Data.....	Error! Bookmark not defined.
3.6	Uji Validitas dan Reliabilitas	Error! Bookmark not defined.
3.6.1	Uji Validitas	Error! Bookmark not defined.
3.6.2	Uji Reliabilitas	Error! Bookmark not defined.
3.7	Teknik Analisis Data.....	Error! Bookmark not defined.
3.7.1	SEM PLS.....	Error! Bookmark not defined.
3.7.2	Uji VIF	Error! Bookmark not defined.
3.7.3	Uji <i>R-Square</i>	Error! Bookmark not defined.
3.7.4	Uji <i>F-Square</i>	Error! Bookmark not defined.
3.7.5	<i>Standardized Root Mean Square Residual</i>	Error! Bookmark not defined.
3.7.6	Uji Hipotesis.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN....		Error! Bookmark not defined.
4.1	Karakteristik Responden/Data Deskriptif	Error! Bookmark not defined.
4.1.1	Karakteristik Responden Penelitian ...	Error! Bookmark not defined.

4.1.2	Deskripsi Jawaban Responden.....	Error! Bookmark not defined.
4.2	Hasil Penelitian	Error! Bookmark not defined.
4.2.1	<i>Measurement Model</i> atau <i>Outer Model</i>	Error! Bookmark not defined.
4.2.2	Model Struktural atau <i>Inner Model</i> ..	Error! Bookmark not defined.
4.2.3	Pengujian Hipotesis.....	Error! Bookmark not defined.
4.3	Pembahasan Hasil Penelitian	Error! Bookmark not defined.
4.3.1	Pengaruh <i>Managerial Characteristics</i> terhadap <i>Adoption of E-Commerce</i>	Error! Bookmark not defined.
4.3.2	Pengaruh <i>Observability</i> terhadap <i>Adoption of E-Commerce</i>	Error! Bookmark not defined.
4.3.3	Pengaruh <i>Relative Advantage</i> terhadap <i>Adoption of E-Commerce</i>	Error! Bookmark not defined.
4.3.4	Pengaruh <i>Customer Pressure</i> terhadap <i>Adoption of E-Commerce</i>	Error! Bookmark not defined.
BAB V KESIMPULAN.....		Error! Bookmark not defined.
5.1	Kesimpulan	Error! Bookmark not defined.
5.2	Saran.....	Error! Bookmark not defined.
5.2.1	Saran Teoritis	Error! Bookmark not defined.
5.2.2	Saran Praktis.....	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.
LAMPIRAN.....		Error! Bookmark not defined.