

DAFTAR ISI

HALAMAN PENGESAHAN	i
HALAMAN PERNYATAAN.....	ii
KATA PENGANTAR.....	iii
ABSTRAK	iv
ABSTRACT	v
DAFTAR ISI	vi
DAFTAR TABEL.....	ix
DAFTAR GAMBAR	x
BAB I PENDAHULUAN	1
1.1. Gambaran Umum Objek Penelitian	1
1.2. Latar Belakang.....	5
1.3. Perumusan Masalah	13
1.4. Pertanyaan Penelitian	14
1.5. Tujuan Penelitian.....	14
1.6. Manfaat Penelitian.....	15
1.7. Sistematika Penelitian.....	16
BAB II TINJAUAN PUSTAKA	17
2.1 Tinjauan Pustaka Penelitian.....	17
2.1.1 Management Strategy	17
2.1.2 Teori Perilaku Konsumen Dalam Mengadopsi Produk Baru Berbasis Teknologi	18
2.1.2.1 Theory of Reasoned Action (TRA)	19
2.1.2.2 Theory of Planned Behaviour (TPB).....	19
2.1.2.3 Technology Acceptance Model (TAM)	19
2.1.2.4 Technology Acceptance Model 2 (TAM2)	20
2.1.2.5 Combined TAM-TPB (C-TAM-TPB)	20
2.1.2.6 Motivational Model (MM)	20
2.1.2.7 Model of Personal Computer Utilization (MPCU).....	21
2.1.2.8 Innovation Diffusion Theory (IDT).....	21
2.1.2.9 Social Cognitive Theory (SCT)	23
2.1.2.10 Unified Theory of Acceptance and Use of Technology (UTAUT).....	23
2.1.2.11 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)	26

2.1.2.12	<i>Expectation Confirmation Model (ECM)</i>	28
2.2	Penelitian Terdahulu	30
2.3	Kerangka Pemikiran.....	37
2.4	Hipotesis Penelitian.....	41
BAB III METODE PENELITIAN		46
3.1	Karakteristik Penelitian	46
3.2	Alat Pengumpulan Data.....	47
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		66
4.1	Karakteristik Responden.....	66
4.1.1	Karakteristik Responden Berdasarkan Jenis Kelamin.....	66
4.1.2	Karakteristik Responden Berdasarkan Usia.....	67
4.1.3	Karakteristik Responden Berdasarkan Pendidikan	68
4.1.4	Karakteristik Responden Berdasarkan Pekerjaan	68
4.1.5	Karakteristik Responden Berdasarkan Penggunaan Bukalapak.....	70
4.2	Hasil Penelitian	70
4.2.1	Hasil Penelitian Analisis Deskriptif	70
4.2.1.1	<i>Confirmation</i>	71
4.2.1.2	<i>Performance Expectancy</i>	72
4.2.1.3	<i>Effort Expectancy</i>	74
4.2.1.4	<i>Social Influence</i>	76
4.2.1.5	<i>Facilitating Condition</i>	77
4.2.1.6	<i>Hedonic Motivation</i>	79
4.2.1.7	<i>Price Value</i>	81
4.2.1.8	<i>Habit</i>	82
4.2.1.9	<i>Trust</i>	84
4.2.1.10	<i>Satisfaction</i>	85
4.2.1.11	<i>Continuance Intention</i>	87
4.3	Analisis Data	88
4.3.1.1	Analisis Model Pengukuran (<i>Measurement/Outer Model</i>).....	88
4.3.1.1.1	Uji Validitas <i>Measurement Model</i>	88
4.3.1.1.1.1	<i>Convergent Validity</i>	88
4.3.1.1.1.2	<i>Discriminant Validity</i>	90
4.3.1.1.2	Uji <i>Reliabilitas Measurement Model</i>	92
4.3.1.2	Hasil Pengujian Model Struktural (<i>Inner Model</i>).....	93
4.4	Hasil Diskusi Analisis Deskriptif dan Variabel	99

4.4.1	Pengaruh <i>Confirmation</i> terhadap <i>Satisfaction</i>	99
4.4.2	Pengaruh <i>Confirmation</i> terhadap <i>Performance Expectancy</i>	99
4.4.3	Pengaruh <i>Performance Expectancy</i> terhadap <i>Satisfaction</i>	100
4.4.4	Pengaruh <i>Performance Expectancy</i> terhadap <i>Continuance Intention</i>	100
4.4.5	Pengaruh <i>Satisfaction</i> terhadap <i>Continuance Intention</i>	101
4.4.6	Pengaruh <i>Effort Expectancy</i> terhadap <i>Continuance Intention</i>	101
4.4.7	Pengaruh <i>Effort Expectancy</i> terhadap <i>Performance Expectancy</i>	102
4.4.8	Pengaruh <i>Social Influence</i> terhadap <i>Continuance Intention</i>	102
4.4.9	Pengaruh <i>Facilitating Condition</i> terhadap <i>Continuance Intention</i>	103
4.4.10	Pengaruh <i>Hedonic Motivation</i> terhadap <i>Continuance Intention</i>	103
4.4.11	Pengaruh <i>Price Value</i> terhadap <i>Continuance Intention</i>	104
4.4.12	Pengaruh <i>Habit</i> terhadap <i>Continuance Intention</i>	104
4.4.13	Pengaruh <i>Trust</i> terhadap <i>Continuance Intention</i>	105
BAB V KESIMPULAN DAN SARAN		106
5.1	Kesimpulan	106
5.2	Saran Bagi Perusahaan	107
5.2.1	<i>Confirmation</i>	107
5.2.2	<i>Performance Expectancy</i>	107
5.2.3	<i>Effort Expectancy</i>	108
5.2.4	<i>Social Influence</i>	109
5.2.5	<i>Facilitating Condition</i>	109
5.2.6	<i>Hedonic Motivation</i>	110
5.2.7	<i>Price Value</i>	110
5.2.8	<i>Habit</i>	111
5.2.9	<i>Trust</i>	111
5.2.10	<i>Satisfaction</i>	112
5.3	Saran Bagi Penelitian Selanjutnya	112
DAFTAR PUSTAKA		113
LAMPIRAN		115