

2.1.13	Pengertian Intention to Purchases	30
2.1.14	Indikator Intention to Purchase	31
2.2	Hubungan Antar Variabel.....	32
2.2.1	Hubungan antara Perceived Usefulness terhadap Attitudes Toward Use.....	32
2.2.2	Hubungan antara Perceived Ease of Use terhadap Attitudes Toward Use.....	32
2.2.3	Hubungan antara Relative Advantage terhadap Attitudes Toward Use.....	33
2.2.4	Hubungan antara <i>Compability</i> terhadap <i>Attitudes Toward Use</i>	33
2.2.5	Hubungan antara Attitude Towards Use terhadap Intention Purchase.....	34
2.3	Penelitian Terdahulu.....	35
2.4	Kerangka Pemikiran	41
2.5	Hipotesis Penelitian	41
2.6	Ruang Lingkup Penelitian	42
BAB III METODE PENELITIAN		43
3.1	Jenis Penelitian	43
3.2	Operasional Variabel	44
3.3	Skala Pengukuran	50
3.4	Tahapan Penelitian	51
3.5	Populasi dan Sampel.....	52
3.5.1	Populasi	52
3.5.2	Sampel	52
3.6	Pengumpulan Data dan Sumber Data	53
3.7	Teknik Analisis Data	53
3.7.1	Analisis Deskriptif.....	53
3.7.2	Structural Equation Model (SEM).....	55
3.7.3	Partial Least Squares Structural Equation Modeling (PLS-SEM)	55
3.7.4	Model Pengukuran (Outer Model)	56
3.7.5	Model Struktural (Inner Model)	58
3.7.6	Uji Hipotesis.....	59
3.7.7	Efek Mediasi.....	59
BAB IV HASIL DAN PEMBAHASAN.....		60
4.1	Pengumpulan Data.....	60
4.2	Karakteristik Responden.....	60
4.2.1	Karakteristik Responden Berdasarkan Usia.....	60

4.2.2 Karakteristik Responden Berdasarkan Jenis Kelamin	61
4.2.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir	62
4.2.4 Karakteristik Responden Berdasarkan Penghasilan Perbulan	63
4.3 Hasil Penelitian	64
4.3.1 Analisis Deskriptif	65
4.3.2 Analisis PLS-SEM	79
4.3.2.1 Hasil Pengukuran Model (Outer Model)	79
4.3.2.2 Hasil Pengukuran Model (Inner Model).....	87
4.4 Pembahasan Hasil Penelitian.....	97
4.4.1 Pengaruh Perceived Usefulness terhadap Attitudes Towards E-Book....	97
4.4.2 Pengaruh Perceived Ease of Use terhadap Attitudes Towards E-Book ..	99
4.4.3 Pengaruh Relative Advantage terhadap Attitudes Towards E-Book	100
4.4.4 Pengaruh Compatibility terhadap Attitudes Towards E-Book.....	101
4.4.5 Pengaruh Attitudes Towards E-Book terhadap Intention to Purchases E- Book	103
4.4.6 Peran Mediasi Attitudes Toward Using E-Book	104
BAB V KESIMPULAN DAN SARAN	105
5.1 Kesimpulan.....	105
5.2 Saran Bagi Peneliti Selanjutnya	108
DAFTAR PUSTAKA	112
LAMPIRAN.....	120