

DAFTAR ISI

HALAMAN JUDUL	i
HALAMAN PENGESAHAN.....	iii
HALAMAN PERNYATAAN	iv
KATA PENGANTAR.....	v
ABSTRAK	vi
ABSTRACT	vii
DAFTAR ISI.....	viii
DAFTAR TABEL	xii
DAFTAR GAMBAR.....	xiv
BAB I PENDAHULUAN.....	1
1.1. Gambaran Umum Objek Penelitian	1
1.1.1 Profil Perusahaan PT. Bank Central Asia Tbk.....	1
1.1.2 Aplikasi MyBCA	3
1.2. Latar Belakang Penelitian	4
1.3. Tujuan Penelitian.....	21
1.4. Manfaat Penelitian.....	22
1.5. Sistematika Penulisan Tugas Akhir	23
BAB II TINJAUAN PUSTAKA	25
2.1. Landasan Teori.....	25
2.1.1 Manajemen Pemasaran	25
2.1.2 Fungsi dan Tujuan Manajemen Pemasaran	25
2.1.3 Perilaku Konsumen.....	27
2.1.4 Produk.....	28
2.1.5 <i>Mobile banking</i>	29
2.1.6 The Theory of Reasoned Action (TRA)	29
2.1.7 <i>Theory of Planned Behavior (TPB)</i>	30
2.1.8 <i>Technology Acceptance Model (TAM)</i>	31
2.1.9 Technology Acceptance Model 1 (TAM1).....	34
2.1.10 Technology Acceptance Model 2 (TAM2).....	36
2.1.11 Technology Acceptance Model 3 (TAM3).....	38
2.1.12 <i>Flow Theory</i>	39
2.1.13 Utilitarian Concept.....	41
2.1.14 Hedonic Motivation	41
2.1.15 Perceived Security	42

2.1.16	Kepuasan Konsumen	43
2.1.17	Continue Intention to Use	45
2.1.18	User Experience	46
2.2.	Penelitian Terdahulu	47
2.3.	Kerangka Pemikiran.....	76
2.4.	Hipotesis Penelitian.....	77
2.4.1	<i>Perceived usefulness</i> terhadap <i>user satisfaction</i> dan <i>continuance intention to use</i>	78
2.4.2	Perceived ease of use terhadap perceived usefulness, user satisfaction, dan perceived enjoyment.....	78
2.4.3	<i>Perceived enjoyment</i> terhadap <i>user satisfaction</i> dan <i>continuance intention to use</i>	79
2.4.4	<i>User satisfaction</i> terhadap <i>continuance intention to use</i>	80
2.4.5	Pengaruh Moderasi antara <i>Utilitarian</i> dan <i>Hedonic</i>	80
2.4.6	<i>Perceived enjoyment</i> terhadap <i>Utilitarian</i> dan <i>Hedonic</i>	81
2.4.7	Perceived Security terhadap user satisfaction dan continuance intention to use.....	82
BAB III	METODE PENELITIAN	83
3.1.	Jenis Penelitian.....	83
3.2.	Variabel Penelitian	85
3.2.1	Operasional Variabel	86
3.2.2.	Variabel Bebas	89
3.2.3.	Variabel Terikat	89
3.2.4.	Variabel Kontrol	89
3.2.5.	Skala Pengukuran.....	89
3.3.	Tahapan Penelitian	90
3.4.	Populasi dan Sampel	92
3.4.1	Populasi.....	92
3.4.2	Sampel.....	92
3.4.3	Teknik Sampling.....	92
3.5.	Pengumpulan Data	94
3.6.	Uji Validitas serta Reliabilitas.....	95
3.6.1	Uji Validitas.....	95
3.6.2.	Uji Reliabilitas	97
3.7.	Teknik Analisis Data	97
3.7.1	Analisis Deskriptif	97
3.7.2	Structural Equation Modeling (SEM).....	99

3.7.3	Partial Least Square (PLS).....	100
3.7.4	Uji Model Pengukuran (<i>Outer Model</i>).....	101
3.7.5	Uji Model Struktural (<i>Inner Model</i>)	104
3.7.6	Uji Kecocokan Model (<i>Goodness Of Fit</i>).....	106
BAB IV		108
4.1.	Karateristik Responden	108
4.1.1	Karateristik Responden Berdasarkan Jenis Kelamin	108
4.1.2	Karateristik Responden Berdasarkan Usia.....	109
4.1.3	Karateristik Responden Berdasarkan Pendidikan terakhir	110
4.1.4	Karateristik Responden Berdasarkan Pekerjaan	111
4.2.	Hasil Penelitian	112
4.2.1	Analisis Deskriptif	112
4.2.2	Deskriptif Statistik	126
4.2.3	Analisis Data Statistika	128
4.2.4	Model Pengukuran (<i>Outer Model</i>).....	128
4.2.5	Model Pengukuran (<i>Inner Model</i>)	144
4.3.	Pengujian Hipotesis.....	150
4.4.	Multi Group Analysis PLS.....	154
4.4.1	Moderator Utilitarian	157
4.4.2	Moderator Hedonic	158
4.5.	Pembahasan Variabel	158
4.5.1	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Satisfaction</i>	158
4.5.2	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Contiuance Intention to Use</i>	159
4.5.3	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Perceived Usefulness</i>	160
4.5.4	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Satisfaction</i>	161
4.5.5	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Perceived Enjoyment</i>	162
4.5.6	Pengaruh <i>Perceived Enjoyment</i> terhadap <i>Satisfaction</i>	163
4.5.7	Pengaruh <i>Perceived Enjoyment</i> terhadap <i>Continuance Intention to Use</i>	163
4.5.8	Pengaruh <i>Satisfaction</i> terhadap <i>Continuance Intention to Use</i>	164
4.5.9	Pengaruh <i>Perceived Usefulness</i> terhadap <i>Satisfaction</i> dan <i>Continuance Intention to Use</i> akan lebih besar pada Utilitarian dibandingkan Hedonic	164
4.5.10	Pengaruh <i>Perceived Ease of Use</i> terhadap <i>Satisfaction</i> akan lebih besar pada Utilitarian dibandingkan Hedonic	165
4.5.11	Pengaruh <i>Perceived Enjoyment</i> terhadap <i>Satisfaction</i> dan <i>Continuance Intention to Use</i> akan lebih besar pada Hedonic dibandingkan Utilitarian	166
4.5.12	Pengaruh <i>Perceived Security</i> terhadap <i>Satisfaction</i>	166

4.5.13	Pengaruh <i>Perceived Security</i> terhadap <i>Continuance Intention to Use</i>	167
BAB V		169
5.1.	Kesimpulan.....	169
5.2.	Saran.....	173
5.2.1	Aspek Akademis	173
5.2.2	Aspek Praktis	173
5.2.3	Aspek Teoritis	177
DAFTAR PUSTAKA		178
LAMPIRAN		186