

DAFTAR ISI

HALAMAN JUDUL	
PERNYATAAN KEASLIAN KARYA TUGAS AKHIR	ii
PERSETUJUAN DOSEN PEMBIMBING	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
PERNYATAAN PENYERAHAN HAK NONEKSKLUSIF	v
ABSTRAK	vi
ABSTRACT	vii
KATA PENGANTAR	xi
DAFTAR ISI	xiii
DAFTAR TABEL	viii
DAFTAR GAMBAR	ix
DAFTAR LAMPIRAN	x
BAB I PENDAHULUAN	1
1.1 Latar Belakang Masalah.....	1
1.2 Identifikasi Masalah	8
1.3 Batasan Masalah.....	9
1.4 Rumusan Masalah	9
1.5 Tujuan Penelitian.....	10
1.6 Manfaat Penelitian.....	11
1.6.1 Manfaat Teoritis.....	11
1.6.2 Manfaat Praktis	11
1.7 Sistematika Penulisan.....	12
BAB II TINJAUAN PUSTAKA	14
2.1 Pendekatan Teori Penerimaan Suatu Sistem	14
2.2 Deskripsi Teoritis	17
2.2.1 <i>User Satisfaction</i>	17
2.2.2 <i>Perceived Ease Of Use</i>	22

2.2.3	<i>Perceived Usefulness</i>	25
2.2.4	<i>Top Management Support</i>	26
2.2.5	<i>Intention to Use</i>	28
2.3	Hasil Penelitian Yang Relevan.....	29
2.4	Kerangka Berfikir.....	33
2.4.1	Kaitan <i>Perceived Ease Of Use (PEOU)</i> Terhadap <i>User Satisfaction</i>	33
2.4.2	Kaitan <i>Perceived Usefulness</i> Terhadap <i>User Satisfaction</i>	34
2.4.3	Kaitan <i>Top Management Support</i> Terhadap <i>User Satisfaction</i>	34
2.4.4	Kaitan <i>Perceived Ease Of Use (PEOU)</i> Terhadap <i>Intention to Use/ Acception</i>	35
2.4.5	Kaitan <i>Perceived Usefulness</i> Terhadap <i>Intention to Use/ Acception</i>	35
2.4.6	Kaitan <i>Top Management Support</i> Terhadap <i>Intention to Use/ Acception</i>	36
2.4.7	Kaitan <i>User Satisfaction</i> Terhadap <i>Intention to Use</i>	36
2.4.8	Kaitan <i>Perceived Ease Of Use (PEOU)</i> , <i>Perceived Usefulness</i> Dan <i>Top Management</i> Terhadap <i>User Satisfaction</i> Melalui <i>Intention to Use/ Acception</i> Sebagai Variabel Intervening .	37
2.4.9	Kaitan <i>Perceived Usefulness</i> Terhadap <i>User Satisfaction</i> Melalui <i>Intention to Use</i> Sebagai Variabel Intervening	37
2.4.10	Kaitan <i>Top Management</i> Terhadap <i>User Satisfaction</i> Melalui <i>Intention to Use/ Acception</i> Sebagai Variabel Intervening ...	38
2.5	Model Penelitian.....	38
2.6	Hipotesis	39
 BAB III METODE PENELITIAN		42
3.1	Metode Penelitian.....	42
3.2	Tempat, Waktu dan Suhjek Penelitian.....	42
3.2.1	Kriteria Inklusi	43

3.2.2	Kriteria Eksklusi.....	43
3.2.3	Kriteria <i>Drop-out</i>	43
3.3	Teknik Pengambilan Sampel	44
3.4	Teknik Pengumpulan Data	44
3.4.1	Metode Kuesioner	44
3.4.2	Metode Dokumentasi	45
3.5	Instrumen Penelitian	46
3.5.1	Variabel <i>User Satisfaction</i>	46
3.5.2	Variabel <i>Perceived ease of use</i>	47
3.5.3	Variabel <i>Perceived Usefulness</i>	47
3.5.4	Variabel <i>Top Management Support</i>	47
3.5.5	Variabel <i>Intention to use</i>	49
3.6	Teknik Analisis Data	50
3.6.1	Model Pengukuran (<i>Outer Model</i>).....	51
3.6.2	Model Stuktural (<i>Inner Model</i>)	53
3.6.3	Hipotesis Statistik	53
BAB IV	HASIL PENELITIAN DAN PEMBAHASAN.....	56
4.1.	Profil Responden	56
4.1.1.	Jenis Kelamin	57
4.1.2.	Usia	57
4.1.3.	Departemen	58
4.2.	Analisis Statistik Deskriptif.....	58
4.2.1.	Statistik Deskriptif Variabel <i>User Statificastion</i>	59
4.2.2.	Statistik Deskriptif Variabel <i>Perceived Ease of Use</i>	60
4.2.3.	Statistik Deskriptif Variabel <i>Perceived Usefulness</i>	64
4.2.4.	Statistik Deskriptif Variabel <i>Times Management Support</i>	65
4.2.5.	Statistik Deskriptif Variabel <i>Intention to Use</i>	66
4.3.	Analisis Statistik Inferensial	68
4.3.1.	Uji <i>Outer Model</i>	68
4.3.2.	Uji <i>Inner Model</i>	70
4.4	Diskusi	73

4.4.1 <i>Perceived ease of use (PEOU)</i> berpengaruh positif terhadap <i>user satisfaction</i>	83
4.4.2 <i>Perceived usefulness</i> berpengaruh positif terhadap <i>user satisfaction</i>	84
4.4.3 <i>Top management support</i> berpengaruh positif terhadap <i>user satisfaction</i>	86
4.4.5 <i>Perceived Usefulness</i> berpengaruh positif terhadap <i>intention to use</i>	88
4.4.6 <i>Top management support</i> berpengaruh positif terhadap <i>intention to use</i>	89
4.4.7 <i>User satisfaction</i> berpengaruh negatif terhadap <i>intention of use</i>	90
4.4.8 <i>Perceived ease of use (PEOU)</i> berpengaruh negatif terhadap <i>user satisfaction</i> melalui <i>intention to use</i>	92
4.4.9 <i>Perceived usefulness</i> berpengaruh negatif terhadap <i>user satisfaction</i> melalui <i>intention to use</i>	93
4.4.10 <i>Top management support</i> berpengaruh negatif terhadap <i>user satisfaction</i> melalui <i>intention to use</i>	93
4.5 Keterbatasan Penelitian	94
BAB V KESIMPULAN DAN SARAN.....	95
5.1 Kesimpulan.....	95
5.2 Implikasi Manajerial.....	97
5.2 Saran	98
DAFTAR PUSTAKA	99
LAMPIRAN.....	118

DAFTAR TABEL

Tabel 2.1 Indikator <i>User Satifcation</i>	22
Tabel 2.2 Indikator <i>Perceived Ease of Use</i>	23
Tabel 2.3 Indikator <i>Perceived Usefulness</i>	25
Tabel 2.4 Indikator <i>Top Management Support</i>	28
Tabel 3.1 Skala <i>Likert</i>	45
Tabel 3.2 Operasionalisasi Variabel Penelitian.....	49
Tabel 4.1 Distribusi Jawaban Variabel <i>User Statification</i>	60
Tabel 4.2 Distribusi Jawaban Variabel <i>Perceived ease of use</i>	61
Tabel 4.3 Distribusi Jawaban Variabel <i>Perceived Usefullnes</i>	64
Tabel 4.4 Distribusi Jawaban Variabel <i>Top Management Support</i>	65
Tabel 4.5 Distribusi Jawaban Variabel <i>Intention to Use</i>	67
Tabel 4.6 Uji Convergent Validity Berdasarkan nilai AVE.....	69
Tabel 4.7 Uji Convergent Validity Berdasarkan nilai <i>Loading Factors</i>	70
Tabel 4.8 Hasil Uji <i>Discriminant Validity</i>	72
Tabel 4.9 Hasil Uji Reabilitas	73
Tabel 4.10 Hasil Uji Multikonearitas	74
Tabel 4.11 Hasil Uji Kesesuaian Model (<i>R-Square Adjusted</i>).....	75
Tabel 4.12 Uji <i>Path Coefficients</i>	76
Tabel 4.13 Hasil Uji Hipotesis	

DAFTAR GAMBAR

Gambar 2.1 Model <i>Unified Theory of Acceptance and Use of Technology (UTAUT)</i>	15
Gambar 2.2 Model <i>Theory of Reasoned Action (TRA)</i>	16
Gambar 2.3 Model <i>Technology Acceptance Model (TAM)</i>	17
Gambar 2.4 Pengaruh <i>Perceived Ease Of Use Dan Perceived Usefulness Terhadap Customer Satisfaction</i>	30
Gambar 2.5 <i>Perceived Usefulness Dan Perceived Ease Of Use Terhadap Behavioral Intention Yang Dimediasi Oleh User Satisfaction</i>	31
Gambar 2.6 Pengaruh <i>Top Management Support, Perceived Ease Of Use dan Perceived Usefulness Terhadap Satisfaction</i>	32
Gambar 2.7 Model Penelitian	38
Gambar 4.1 Persentase Responden Berdasarkan Jenis Kelamin	60
Gambar 4.2 Persentase Responden Berdasarkan Usia	61
Gambar 4.3 Persentase Responden Berdasarkan Departement	62
Gambar 4.4 Model Uji Koefisien Jalur.....	80

DAFTAR LAMPIRAN

- Lampiran A Lampiran Kuesioner
- Lampiran B Data Penelitian
- Lampiran C Hasil Output Penelitian
- Lampiran D Surat Ijin Penelitian
- Lampiran E Hasil Uji Turnitin

