

## **TABLE OF CONTENTS**

<b>LIST OF TABLES</b>	<b>13</b>
<b>LIST OF APPENDICES</b>	<b>15</b>
<b>CHAPTER I</b>	<b>16</b>
1.1 Background	16
1.2 Research Problem	21
1.3 Research Questions	23
1.4 Research Objectives	24
1.5 Significance of Study	25
1.5.1 For The Researchers	25
1.5.2 Banks	25
1.5.3 Future Researcher	25
1.6 Thesis Outline	26
<b>CHAPTER II</b>	<b>27</b>
2.1 Consumer Behavior	27
2.2 Adoption Intention	27
2.3 Mobile Banking	28
2.4 Diffusion Innovation Theory	28
2.5 Research Variables	29
2.5.1 Relative Advantage	29
2.5.2 Compatibility	29
2.5.3 Complexity	30
2.5.4 Observability	31
2.6 Relationship Between Variables	32

2.6.1 Relationship between Relative Advantage and Mobile Banking Adoption	32
2.6.2 Relationship between Compatibility and Mobile Banking Adoption	33
2.6.3 Relationship between Complexity and Mobile Banking Adoption	33
2.6.4 Relationship between Observability and Mobile Banking Adoption	34
2.6.5 Relationship between Perceived Risk and Mobile Banking Adoption	35
2.7 Conceptual Model	35
<b>CHAPTER III</b>	<b>37</b>
3.1 Research Methodology	37
3.2 Quantitative Data Analysis	38
3.3 Purpose of Study	39
3.4 Unit of Analysis	40
3.5 Research Variables	40
3.6 Conceptual and Operational Definitions	41
3.7 Population and Sampling	43
3.7.1 Population	43
3.7.2 Sampling	43
3.7.3 Sampling Size	44
3.8 Data Collection Method	45
3.9 Measurement Scales	46
3.10 Instrument Test	47
3.10.1 Validity Test	47
3.10.2 Reliability Test	48

3.11 Data Analysis	48s
3.12 Model Evaluation	49
3.12.1 Outer (Measurement) Model	49
3.12.1.1 Convergent Validity	49
3.12.1.2 Discriminant Validity	50
3.12.1.3 Reliability	50
3.12.2 Inner (Structural) Model	51
3.13 Questionnaire	51
<b>CHAPTER IV</b>	<b>55</b>
4.1 Profile of Respondents	55
4.2 Pretest	58
4.3 Pretest Result	58
4.3.1 Pretest Convergent Validity Result	59
4.3.2 Pretest Reliability Result	63
4.3.3 Pretest Discriminant Validity	65
4.4 Descriptive Statistics	66
4.4.1 Descriptive Statistic of Compatibility	67
4.4.2 Descriptive Statistic of Complexity	69
4.4.3 Descriptive Statistic of Relative Advantage	70
4.4.4 Descriptive Statistic of Observability	71
4.4.5 Descriptive Statistic of Perceived Risk	73
4.4.6 Descriptive Statistic of Adoption Intention	74
4.5 Measurement Model Evaluation	75
4.5.1 Validity Test Result	75
4.5.1.1 Convergent Validity	76

4.5.1.2 Discriminant Validity	80
4.5.2 Reliability Test Result	81
4.6 Structural Model Evaluation	82
4.6.1 Multicollinearity Test	83
4.6.2 R-Square Test Result	84
4.6.3 Hypothesis Test Result	84
4.7 Discussion	88
<b>CHAPTER V</b>	<b>93</b>
5.1 Research Conclusions	93
5.2 Managerial Implications	94
5.3 Theoretical Implications	96
5.4 Research Limitations	96
5.5 Directions for Future Research	97
<b>APPENDIX 1</b>	<b>104</b>
Appendix 1.1 Questionnaire	104
<b>APPENDIX 2</b>	<b>107</b>
Appendix 2.1 Pretest Outer Loadings Value	107
Appendix 2.2 Pretest Construct Reliability & Validity	107
Appendix 2.3 Pretest Outer Model Path Diagram	108
<b>APPENDIX 3</b>	<b>109</b>
Appendix 3.1 Actual Mean & Standard Deviation Values	109
Appendix 3.2 Actual Outer Loadings Value	109
Appendix 3.3 Actual Construct Reliability & Validity	110
Appendix 3.4 Actual Discriminant Validity Results	110
Appendix 3.5 R-Square Value	111

Appendix 3.6 Actual Hypothesis Result	111
Appendix 3.7 Inner VIF Values	112
Appendix 3.8 Outer Model Path Diagram	112
<b>APPENDIX 4</b>	<b>113</b>
<b>QUESTIONNAIRE</b>	<b>113</b>
Appendix 4.1 Introudction	113
Appendix 4.2 Respondent's Demographic	114
Appendix 4.3 Questionnaire	114

## **LIST OF FIGURES**

Figure 1.1 Awareness & Usage Electronic Money	16
Figure 2.2 Electronic Money Volume Transaction	17
Figure 2.1 Conceptual Framework	32

## LIST OF TABLES

Table 3.1 Conceptual & Operational Definition	37
Table 4.1 Questionnaire Distribution and Acceptance Process	51
Table 4.2: Respondents' Profile	51
Table 4.3 Pretest Convergent Validity	55
Table 4.4 Pretest Result - Reliability Value	59
Table 4.5 Pretest Result - Discriminant Validity	61
Table 4.6 Descriptive Statistic - Compatibility	63
Table 4.7 Descriptive Statistic - Complexity	65
Table 4.8 Descriptive Statistic - Relative Advantage	66
Table 4.9 Descriptive Statistic - Observability	67
Table 4.10 Descriptive Statistic - Perceived Risk	69
Table 4.11 Descriptive Statistic - Observability	70
Table 4.12 Actual Test - Outer Loadings Value	72
Table 4.13 Actual Test - Average Variance Extracted Value	75
Table 4.14 Actual Test - Discriminant Validity	76
Table 4.15 Pretest Result - Reliability Value	77
Table 4.16 Multicollinearity Test (Inner VIF)	79

Table 4.17 R-Square & R-Square Adjusted	80
Table 4.18 Hypothesis Test Result	81



## LIST OF APPENDICES

<b>APPENDIX 1</b>	<b>98</b>
Appendix 1.1 Questionnaire	98
<b>APPENDIX 2</b>	<b>101</b>
Appendix 2.1 Pretest Outer Loadings Value	101
Appendix 2.2 Pretest Construct Reliability & Validity	101
Appendix 2.3 Pretest Outer Model Path Diagram	102
<b>APPENDIX 3</b>	<b>103</b>
Appendix 3.1 Actual Mean & Standard Deviation Values	103
Appendix 3.2 Actual Outer Loadings Value	103
Appendix 3.3 Actual Construct Reliability & Validity	104
Appendix 3.4 Actual Discriminant Validity Results	104
Appendix 3.5 R-Square Value	105
Appendix 3.6 Actual Hypothesis Result	105
Appendix 3.7 Inner VIF Values	106
Appendix 3.8 Outer Model Path Diagram	106
<b>APPENDIX 4</b>	
Appendix 4.1 Introduction	111
Appendix 4.2 Respondent's Demographic	112
Appendix 4.3 Questionnaire	113