

DAFTAR ISI

ABSTRAK	i
DAFTAR ISI	v
DAFTAR TABEL	v
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah.....	12
1.3 Pertanyaan Penelitian.....	13
1.4 Tujuan Penelitian	14
1.5 Manfaat Penelitian	15
1.5.1 Manfaat Teoritis	15
1.5.2 Manfaat Praktis	15
1.6 Sistematika Penulisan	16
BAB II KAJIAN PUSTAKA.....	18
2.1 Theory Planned Behavior	18
2.2 <i>Technology Acceptance Model (TAM)</i>	19
2.3 Perceived Enjoyment	20
2.4 Effort Expectancy.....	23
2.5 Trust.....	26
2.6 Behavioral Intention	29
2.7 Hubungan antar variabel.....	33
2.7.1 Perceived Enjoyment dan Behavioral Intention.....	33
2.7.2 Effort Expectancy dan Behavioral Intention	36
2.7.3 Performance Expectancy dan Behavioral Intention (H3)	38
2.7.4 Trust terhadap Behavioral Intention	41
2.8 Model Konseptual.....	44
BAB III METODE PENELITIAN	46
a. Paradigma Penelitan	46
b. Metode Penelitian	47
c. Jenis Penelitian.....	48

d. Unit Analisis.....	49
e. Populasi dan Sampel.....	49
i. Ukuran Pengambilan Sampel	50
f. Operasionalisasi Variabel Penelitian	51
g. Desain Sampel	55
h. Metode Pengumpulan Data	56
i. Metode Analisis Data.....	57
i. Evaluasi Model Pengukuran: Outer Model	57
ii. Evaluasi Model Struktural: Inner Model.....	58
iii. Path Coefficient.....	59
iv. Pengujian Hipotesis.....	60
v. Uji Pre-Test.....	61
BAB IV HASIL DAN PEMBAHASAN	68
4.1 Hasil Profil Responden	68
4.2 Statistik Deskriptif Variabel	72
4.2.1 Perceived Enjoyment	73
4.2.2 Effort Expectancy.....	74
4.3 Evaluasi Model Pengukuran Out Model.....	78
4.4 Evaluasi Model Pengukuran Inner Model.....	86
4.4.1 Uji R^2	87
4.4.2 Uji Q^2	88
4.5 Uji Hipotesis	90
4.6 IPMA.....	96
BAB V KESIMPULAN DAN SARAN	99
5.1 Kesimpulan	99
5.2 Implikasi.....	100
5.3 Saran	103
DAFTAR PUSTAKA.....	106
LAMPIRAN.....	107

DAFTAR TABEL

Tabel 3.1 Definisi Konseptual dan Operasional	52
Tabel 3.2 Hasil Pre Test Outer Loading.....	61
Tabel 3.3 Hasil Pre-Test Ave	64
Tabel 3.4 Hasil Pre-Test Reliabilitas Konstruk	66
Tabel 4.1 Karakteristik Profil Responden.....	69
Tabel 4.2 Klasifikasi Kategori Skala	73
Tabel 4.3 Statistik Deskriptif Variabel Perceived Enjoyment	74
Tabel 4.4 Statistik Deskriptif Variabel Effort Expectancy.....	75
Tabel 4.5 Statistik Deskriptif Variabel Performance Expectancy	76
Tabel 4.6 Statistik Deskriptif Variabel Trust	77
Tabel 4.7 Hasil Outer Loadings	80
Tabel 4.8 Hasil Average variance extracted (AVE).....	81
Tabel 4.9 Hasil Uji Reliabilitas	82
Tabel 4.10 Hasil Uji Validitas Diskriminan - HTMT	84
Tabel 4. 11 Hasil Uji F.....	87
Tabel 4.12 Hasil Uji R-square.....	88
Tabel 4.13 Hasil Uji Q ²	89
Tabel 4.14 Hasil Uji Hipotesis	91

DAFTAR GAMBAR

Gambar 1.3 Preferensi Mobile Banking Milenial dan Gen Z.....	5
Gambar 2.1 Model Terdahulu.....	45
Gambar 2.2 Model Penelitian	45
Gambar 4.1 Outer Model	79
Gambar 4.2 Hasil Uji Pengukuran Inner Model	87

