**DAFTAR ISI**

HALAMAN JUDUL...............................................................................................................i

LEMBARAN PENGESAHAN..............................................................................................ii

ABSTRAK............................................................................................................................iii

ABSTRACT..........................................................................................................................iv

KATA PENGANTAR............................................................................................................v

DAFTAR ISI........................................................................................................................vii

DAFTAR TABEL.................................................................................................................xi

DAFTAR GAMBAR..........................................................................................................xiv

DAFTAR LAMPIRAN....................................................................................................... xv

BAB I PENDAHULUAN

1. Latar Belakang Masalah...........................................................................1
2. Identifikasi Masalah.................................................................................9
3. Batasan Masalah.....................................................................................10
4. Batasan Penelitian..................................................................................11
5. Rumusan Masalah..................................................................................11
6. Tujuan Penelitian....................................................................................12
7. Manfaat Penelitian..................................................................................13

BAB II KAJIAN PUSTAKA

1. Landasan Teori.......................................................................................14
2. *Technology Acceptance Model.........................................................*14
3. *Behavior Intention To Use..............................................................*.16
4. Definisi *behavior intention to use..............................................*16
5. Pengukuran *behavior intention to use........................................*18
6. *Perceived Usefulness........................................................................*18
7. Definisi *perceived usefulness*.....................................................18
8. Pengukuran *perceived usefulness...............................................*20
9. *Perceived Ease Of Use.....................................................................*21
10. Definisi *perceived ease of use....................................................*21
11. Pengukuran perceived ease of use..............................................22
12. *Social Influence................................................................................*22
13. Definisi *social influence.............................................................*22
14. Pengukuran *social influence......................................................*.23
15. *Consumer Attitude...........................................................................*.24
16. Definisi *consumer attitude*.........................................................24
17. Fungsi *attitude (*sikap)................................................................25
18. Komponen *consumer attitude....................................................*26
19. Pengukuran *consumer attitude..................................................*.27
20. Penelitian Terdahulu...............................................................................27
21. Kerangka Pemikiran...............................................................................30
22. Hubungan *Perceived Usefulness* dengan *Consumer Attitude*..........30
23. Hubungan *Perceived Ease Of Use* dengan *Consumer Attitude........*31
24. Hubungan *Social Influence* dengan *Consumer Attitude*...................31
25. Hubungan *Perceived Usefulness* dengan *Behavior Intention use....*32
26. Hubungan *Social Influence* dengan *Behavior Intention To Use......*32
27. Hubungan *Perceived Ease Of Use* dengan *Behavior Intention Use..33*
28. Hubungan *Consumer attitude* dengan *Behavior Intention Use........33*
29. Hipotesis Penelitian ...............................................................................35

BAB III METODOLOGI PENELITIAN

1. Objek Penelitian.....................................................................................37
2. Desain Penelitian....................................................................................38
3. Variabel Penelitian.................................................................................39
4. Teknik Pengumpulan Data.....................................................................44
5. Teknik Pengumpulan Sampel.................................................................44
6. Teknis Analisis Data..............................................................................45

BAB IV HASIL ANALISIS DAN PEMBAHASAN

1. Gambaran Umum Objek Penelitian.......................................................57
2. Profil Perusahaan dan Sejarah Singkat.............................................57
3. *Mobile Banking* BCA.......................................................................59
4. Analisis Deskriptif..................................................................................60
5. Uji Validitas.....................................................................................61
6. Uji Reliabilitas..................................................................................63
7. Profil Responden..............................................................................64
8. Analisis Variabel..............................................................................67
9. Penilaian Model *Fit.*.........................................................................73
10. Analisis Hubungan Kausal dan Pengujian Hipotesis.......................74
11. Hasil Penelitian.......................................................................................77
12. Pembahasan............................................................................................79
13. Pengaruh *perceived usefulness* dengan *behavior intention to use.........79*
14. Pengaruh *perceived usefulness* dengan *consumer attitude.....................80*
15. Pengaruh *perceived ease of use* dengan *behavior intention to use.......81*
16. Pengaruh *perceived ease of use* dengan *consumer attitude..................83*
17. Pengaruh *social influence* dengan *behavior intention to use.................84*
18. Pengaruh *social influence* dengan *consumer attitude............................86*
19. Pengaruh *consumer attitude* dengan *behavior intention to use.............87*

BAB V KESIMPULAN DAN SARAN

1. Kesimpulan.............................................................................................89
2. Saran.......................................................................................................90

DAFTAR PUSTAKA...........................................................................................................93

LAMPIRAN.........................................................................................................................98