

DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PENGESAHAN SKRIPSI	ii
PERNYATAAN ORISINALITAS SKRIPSI	iii
KATA PENGANTAR	iv
ABSTRAK	vi
ABSTRACT	vii
DAFTAR ISI	viii
DAFTAR TABEL	xii
DAFTAR GAMBAR	xiii
BAB 1 PENDAHULUAN	17
1.1 Latar Belakang	1
1.2 Rumusan Masalah	13
1.3 Tujuan Penelitian	13
1.4 Manfaat Penelitian	15
1.5 Sistematika Penelitian	15
BAB 2 TINJAUAN PUSTAKA	17
2.1 Landasan Teori	17
2.1.1 Uang Elektronik.....	17
2.1.2 <i>Technology Acceptance Model (TAM)</i>	18
2.1.3 <i>Perceived Ease of Use</i>	19
2.1.4 <i>Perceived Usefulness</i>	20
2.1.5 <i>Intention to Use</i>	21
2.1.6 <i>Social Influence</i>	21
2.1.7 <i>Mobile Wallet Self-Efficacy</i>	22
2.1.8 <i>Informal Learning</i>	23
2.1.9 <i>Trust</i>	24
2.2 Hubungan Antar Variabel dan Pembentukan Hipotesis	25
2.2.1 <i>Social Influence dan Perceived Ease of Use</i>	25
2.2.2 <i>Social Influence dan Perceived Usefulness</i>	26
2.2.3 <i>Mobile Wallet Self-efficacy dan Perceived Ease of Use</i>	26

2.2.4	<i>Mobile Wallet Self-efficacy dan Perceived Usefulness</i>	27
2.2.5	<i>Informal Learning dan Social Influence</i>	28
2.2.6	<i>Informal Learning dan Perceived Usefulness</i>	29
2.2.7	<i>Informal Learning dan Intention to Use</i>	30
2.2.8	<i>Informal Learning dan Trust</i>	30
2.2.9	<i>Perceived Ease of Use dan Intention to Use</i>	31
2.2.10	<i>Perceived Ease of Use dan Perceived Usefulness</i>	31
2.2.11	<i>Perceived Usefulness dan Intention to Use</i>	32
2.2.12	<i>Trust dan Intention to Use</i>	33
2.2.13	<i>Trust dengan Informal Learning dan Intention to Use</i>	34
2.3	Penelitian Sebelumnya	34
2.3.1	Shaw (2014).....	34
2.3.2	Mehrad & Mohammadi (2017)	36
2.4	Kerangka Teori	36
BAB 3	METODOLOGI PENELITIAN	39
3.1	Pendekatan Penelitian	39
3.2	Identifikasi Variabel	39
3.3	Definisi Operasional	40
3.3.1	<i>Social Influence</i>	40
3.3.2	<i>Mobile Wallet Self-efficacy</i>	41
3.3.3	<i>Informal Learning</i>	42
3.3.4	<i>Trust</i>	43
3.3.5	<i>Perceived Ease of Use</i>	44
3.3.6	<i>Perceived Usefulness</i>	45
3.3.7	<i>Intention to Use</i>	45
3.4	Jenis dan Sumber Data	46
3.5	Prosedur Pengumpulan Data	47
3.5.1	Populasi	46
3.5.2	Sampel	47
3.6	Prosedur Pengumpulan Data	47
3.7	Teknik Analisis	48
3.7.1	<i>Partial Least Square (PLS)</i>	48
BAB 4	HASIL DAN PEMBAHASAN	50
4.1	Gambaran Umum Subjek dan Objek Penelitian	50
4.1.1	Gambaran Umum TCASH	50

4.2	Deskripsi Hasil Penelitian	51
4.2.1	Deskripsi Karakteristik Responden	51
4.2.1.1	Jenis Kelamin Responden	51
4.2.1.2	Usia Responden	51
4.2.1.3	Pekerjaan Responden	52
4.2.1.4	Pendidikan Responden	53
4.2.1.5	Pendapatan Responden	54
4.2.2	Deskripsi Tanggapan Responden	54
4.2.2.1	Deskripsi Variabel <i>Social Influence</i>	55
4.2.2.2	Deskripsi Variabel <i>Mobile Wallet Self-efficacy</i>	57
4.2.2.3	Deskripsi Variabel <i>Informal Learning</i>	59
4.2.2.4	Deskripsi Variabel <i>Trust</i>	61
4.2.2.5	Deskripsi Variabel <i>Perceived Ease of Use</i>	63
4.2.2.6	Deskripsi Variabel <i>Perceived Usefulness</i>	64
4.2.2.7	Deskripsi Variabel <i>Intention to Use</i>	65
4.3	Analisis <i>Partial Least Square</i>	66
4.3.1	Evaluasi <i>Outer Model</i>	66
4.3.1.1	<i>Convergent Validity</i>	66
4.3.1.2	<i>Discriminant Validity</i>	69
4.3.1.3	<i>Composite Reliability</i>	72
4.3.2	Evaluasi <i>Inner Model</i>	73
4.3.2.1	Nilai <i>R-Square</i>	73
4.3.2.2	Uji Hipotesis	74
4.4	Pembahasan Hasil Uji Hipotesis	80
4.4.1	Hubungan <i>Social Influence</i> terhadap <i>Perceived Ease of Use</i>	80
4.4.2	Hubungan <i>Social Influence</i> terhadap <i>Perceived Usefulness</i>	81
4.4.3	Hubungan <i>Mobile Wallet Self-efficacy</i> terhadap <i>Perceived Ease of Use</i>	81
4.4.4	Hubungan <i>Mobile Wallet Self-efficacy</i> terhadap <i>Perceived Usefulness</i>	81
4.4.5	Hubungan <i>Informal Learning</i> terhadap <i>Social Influence</i>	82
4.4.6	Hubungan <i>Informal Learning</i> terhadap <i>Perceived Usefulness</i>	82
4.4.7	Hubungan <i>Informal Learning</i> terhadap <i>Intention to Use</i>	83
4.4.8	Hubungan <i>Informal Learning</i> terhadap <i>Trust</i>	83
4.4.9	Hubungan <i>Perceived Ease of Use</i> terhadap <i>Intention to Use</i>	84
4.4.10	Hubungan <i>Perceived Ease of Use</i> terhadap <i>Perceived Usefulness</i> ..	84
4.4.11	Hubungan <i>Perceived Usefulness</i> terhadap <i>Intention to Use</i>	85
4.4.12	Hubungan <i>Trust</i> terhadap <i>Intention to Use</i>	85

4.4.13	Hubungan Mediasi <i>Trust</i> antara <i>Informal Learning</i> terhadap <i>Intention to Use</i>	86
4.5	Rangkuman Hasil Uji Hipotesis	86
BAB 5	SIMPULAN DAN SARAN	88
5.1	Simpulan	88
5.2	Kontribusi Penelitian	89
5.2.1	Bagi Pihak Akademisi	89
5.2.2	Bagi Pihak Pemasar	90
5.3	Keterbatasan dan Saran untuk Penelitian Selanjutnya	91
	DAFTAR PUSTAKA	94
	LAMPIRAN	101