

## DAFTAR ISI

ABSTRAK .....	ii
<i>ABSTRACT</i> .....	iii
LEMBAR PENGESAHAN .....	iv
LEMBAR PERNYATAAN ORISINALITAS .....	v
Kata Pengantar .....	vi
Daftar Isi.....	vii
Daftar Gambar.....	xi
Daftar Tabel .....	xii
Daftar Lampiran .....	xiii
Daftar Simbol.....	xiii
Daftar Istilah.....	xv
Bab I PENDAHULUAN.....	1
I.1 Latar Belakang .....	1
I.2 Perumusan Masalah.....	3
I.3 Tujuan Penelitian.....	4
I.4 Batasan Penelitian .....	4
I.5 Manfaat Penelitian.....	4
I.6 Sistematika Penulisan.....	5
Bab II TINJAUAN PUSTAKA.....	7
II.1 <i>Enterprise Resource Planning</i> (ERP).....	7
II.1.1 Pengertian ERP .....	7
II.1.2 Manfaat ERP .....	7
II.1.3 ERP pada perhotelan .....	8
II.2 <i>Technology Acceptance Model</i> (TAM) .....	8
II.2.1 Perkembangan Model TAM.....	8

II.2.2	<i>Technology Acceptance Model 3 (TAM 3)</i> .....	12
II.3	Alasan Pemilihan Metode.....	15
II.4	SEM.....	15
II.4.1	SEM-PLS .....	15
II.4.1.1	<i>Outer Model</i> .....	16
II.4.1.2	<i>Inner Model</i> .....	19
II.5	RStudio.....	20
II.3.1	<i>Package plspm</i> .....	21
II.6	Teknik Sampling .....	22
II.7	Penelitian Sebelumnya .....	23
II.8	Alasan Pemilihan Metode.....	25
Bab III	Metodologi Penelitian.....	27
III.1	Model Konseptual .....	27
III.2	Sistematika Penelitian .....	28
III.2.1	Tahap Identifikasi.....	29
III.2.1.1	Perumusan masalah.....	29
III.2.1.2	Studi Literatur .....	29
III.2.1.3	Penentuan Model dan Variabel Penelitian .....	29
III.2.1.4	Teknik Sampling .....	35
III.2.2	Tahap Pengumpulan Data .....	36
III.2.2.1	Pelaksanaan Kuisisioner .....	36
III.2.3	Tahap Analisis Data .....	37
III.2.3.1	Analisis Deskriptif .....	37
III.2.3.2	Model Pengukuran ( <i>Outer Model</i> ).....	37
III.2.3.3	Model Struktural ( <i>Inner Model</i> ).....	38
III.2.3.4	Uji Hipotesis .....	38

III.2.4	Tahap Hasil .....	38
III.2.4.1	Kesimpulan dan Saran .....	38
Bab IV	IMPLEMENTASI DAN PENGOLAHAN DATA.....	39
IV.1	Pengolahan Data Menggunakan RStudio.....	39
IV.1.1	Tahap <i>Import</i> Data .....	39
IV.1.2	Tahap Analisis Deskriptif .....	40
IV.1.3	Tahap Evaluasi Model Pengukuran ( <i>Outer Model</i> ).....	41
IV.1.3.1	Uji Validitas Konvergen .....	43
IV.1.3.2	Uji Validitas Diskriminan.....	46
IV.1.3.3	Uji Reliabilitas .....	48
IV.1.4	Tahap Evaluasi Model Struktural ( <i>Inner Model</i> ).....	49
IV.1.4.1	Pengujian Coefficient of Determination ( $R^2$ ) .....	49
IV.1.4.2	Pengujian <i>Path Coefficient</i> ( $\beta$ ).....	50
IV.1.4.3	Pengujian <i>Goodness of Fit</i> (GoF).....	51
Bab V	HASIL DAN PEMBAHASAN.....	53
V.1	Proses Pengumpulan Data .....	53
V.2	Prakuisisioner.....	55
V.2.1	Uji Validitas Prakuesisioner .....	56
V.2.2	Uji Reliabilitas Prakuesisioner .....	58
V.3	Demografi Responden.....	59
V.4	Analisis Deskriptif.....	61
V.5	Diagram Jalur ( <i>Path Coefficient</i> ) .....	62
V.6	Model Pengukuran ( <i>Outer Model</i> ) .....	63
V.6.1	Uji Validitas Konferger.....	63
V.6.1.1	Outer Loading .....	63
V.6.1.2	Average Variance Extracted (AVE).....	68

V.6.2	Uji Validitas sDiskriminan.....	70
V.3.2.1	Cross Loading .....	71
V.6.3	Uji Reliabilitas .....	74
V.7	Model Struktural ( <i>Inner Model</i> ) .....	75
V.7.1	Koefisien Determinan (R-Square).....	75
V.7.2	<i>Path Coefficient</i> ( $\beta$ ).....	77
V.7.3	<i>Goodness of Fit</i> (GoF). .....	78
V.8	Uji Hipotesis.....	78
Bab VI	Kesimpulan dan Saran .....	91
VI.1	Kesimpulan.....	91
VI.2	Saran.....	92
	DAFTAR PUSTAKA .....	93
	LAMPIRAN.....	99