

DAFTAR ISI

HALAMAN PENGESAHAN	ii
HALAMAN PERNYATAAN.....	iii
KATA PENGANTAR.....	iv
ABSTRAK	v
ABSTRACT	vi
DAFTAR ISI.....	vii
DAFTAR GAMBAR.....	xiii
DAFTAR TABEL.....	xiv
BAB I.....	1
PENDAHULUAN.....	1
1.1. Gambaran Umum Objek Penelitian.....	1
1.2. Latar Belakang Penelitian.....	3
1.3. Perumusan Masalah.....	9
1.4. Tujuan Penelitian.....	11
1.5. Manfaat Penelitian.....	12
1.5.1 Manfaat Teoretis	12
1.5.2 Manfaat Praktis	12
1.6. Sistematika Penulisan Tugas Akhir.....	13
BAB 2.....	15
TINJAUAN PUSTAKA.....	15
2.1. Kajian Teoretis dan Penelitian Pendahulu.....	15
2.1.1 Teori Ekonomi Digital	15
2.1.2 <i>Technology-Organization-Environment Theory</i>	15

2.1.3	<i>Diffusion of Innovation</i>	16
2.1.4	<i>Resource Based View Theory</i>	17
2.1.5	<i>External Contingency</i>	17
2.1.5	Definisi Variabel	18
2.1.5.1	Variabel Dependen	18
2.1.5.2	Variabel Independen	18
2.1.6	Hubungan Antar Variabel	22
2.1.6.1	Managerial Characteristics terhadap Adopsi <i>E-commerce</i>	22
2.1.6.2	Organisational Readiness terhadap Adopsi <i>E-commerce</i>	23
2.1.6.3	Relative Advantage terhadap Adopsi <i>E-commerce</i>	23
2.1.6.4	Cost terhadap Adopsi <i>E-commerce</i>	23
2.1.6.5	Manager Innovativeness terhadap Adopsi <i>E-commerce</i>	23
2.1.6.6	Organisational Factors ICT terhadap Adopsi <i>E-commerce</i>	24
2.1.6.7	Government Support terhadap Adopsi <i>E-commerce</i>	24
2.1.6.8	Customer Pressure terhadap Adopsi <i>E-commerce</i>	24
2.1.6.9	Direct Competitors terhadap Adopsi <i>E-commerce</i>	24
2.1.6.10	Complexity Of The Country terhadap Adopsi <i>E-commerce</i>	25
2.1.6.11	Ease Of Use terhadap Adopsi <i>E-commerce</i>	25
2.1.6.12	Compatibility terhadap Adopsi <i>E-commerce</i>	25
2.1.6.13	Observability terhadap Adopsi <i>E-commerce</i>	26
2.1.6.14	Perceived Risk terhadap Adopsi <i>E-commerce</i>	26
2.1.7	Penelitian Terdahulu	26
2.1.7.1	Penelitian Internasional.....	26
2.1.7.2	Penelitian Nasional.....	29
2.2	Kerangka Pemikiran	40

2.3	Hipotesis Penelitian	40
BAB III		43
METODE PENELITIAN		43
3.1	Jenis Penelitian	43
3.2	Operasionalisasi Variabel	44
3.2.1	Skala Pengukuran.....	47
3.3	Tahapan Penelitian	48
3.4	Populasi dan Sampel.....	50
3.4.1	Populasi.....	50
3.4.2	Sampel.....	50
3.5	Pengumpulan Data dan Sumber Data.....	51
3.5.1	Pengumpulan Data	51
3.5.2	Sumber Data.....	52
3.6	Uji Validitas dan Reliabilitas.....	52
3.6.1	Uji Validitas	52
3.6.2	Uji Reliabilitas	53
3.7	Teknik Analisis Data	53
3.7.1	Analisis Deskriptif	54
3.7.2	<i>SEM PLS</i>	54
3.7.3	Pengukuran <i>Outer Model</i>	55
3.7.3.1	Uji Validitas.....	56
3.7.3.1.1	Validitas Konvergen	56
3.7.3.1.2	Validitas Diskriminan.....	56
3.7.4	Model Struktural (<i>Inner Model</i>).....	57
3.7.4.1	Uji R-Square	58

3.7.4.2	Uji F-Square.....	58
3.7.4.3	Uji Path Coefficients.....	59
3.7.5	UJI VIF.....	59
3.7.6	<i>Standardized Root Mean Square Residual (SRMR)</i>	59
3.7.7	Uji Hipotesis.....	60
BAB IV		64
HASIL PENELITIAN DAN PEMBAHASAN		64
4.1	Karakteristik Responden/Data Deskriptif.....	64
4.1.1	Karakteristik Responden Penelitian	64
4.1.2	Deskripsi Jawaban Responden.....	65
4.1.2.1	Deskripsi Jawaban Responden pada Variabel Managerial Characteristics	65
4.1.2.2	Deskripsi Jawaban Responden pada Variabel Organisational Readiness	66
4.1.2.3	Deskripsi Jawaban Responden pada Variabel Relative Advantage	67
4.1.2.4	Deskripsi Jawaban Responden pada Variabel Cost.....	68
4.1.2.5	Deskripsi Jawaban Responden pada Variabel Manager Innovativeness.....	69
4.1.2.6	Deskripsi Jawaban Responden pada Variabel Organisational Factors ICT.....	70
4.1.2.7	Deskripsi Jawaban Responden pada Variabel Government Support	71
4.1.2.8	Deskripsi Jawaban Responden pada Variabel Customer Pressure	72
4.1.2.9	Deskripsi Jawaban Responden pada Variabel Direct Competitors	73

4.1.2.10	Deskripsi Jawaban Responden pada Variabel Complexity of The Country	74
4.1.2.11	Deskripsi Jawaban Responden pada Variabel Ease of Use	75
4.1.2.12	Deskripsi Jawaban Responden pada Variabel Compatibility ..	76
4.1.2.13	Deskripsi Jawaban Responden pada Variabel Observability ..	77
4.1.2.14	Deskripsi Jawaban Responden pada Variabel Perceived Risk ...	79
4.2	Hasil Penelitian.....	80
4.2.1	<i>Outer Model</i> atau <i>Measurement Model</i>	80
4.2.1.1	Uji Validitas.....	81
4.2.1.2	Uji Reabilitas	95
4.2.2	<i>Inner Model</i> atau Model Struktural.....	96
4.2.2.1	Evaluasi Multikolinearitas	96
4.2.2.2	R-square (R^2)	97
4.2.2.3	F-square (F^2)	98
4.2.2.5	Path Coefficient	100
4.2.2.5	Standardized Root Mean Square Residual (SRMR).....	102
4.2.3	Uji Hipotesis.....	102
4.3	Pembahasan Hasil Penelitian.....	108
4.3.1	Pengaruh <i>Managerial Characteristics</i> terhadap <i>Adoption of E-commerce</i>	108
4.3.2	Pengaruh <i>Organisational Readiness</i> terhadap <i>Adoption of E-commerce</i>	109
4.3.3	Pengaruh <i>Relative Advantage</i> terhadap <i>Adoption of E-commerce</i>	110
4.3.4	Pengaruh <i>Cost</i> terhadap <i>Adoption of E-commerce</i>	111
4.3.5	Pengaruh <i>Manager Innovativeness</i> terhadap <i>Adoption of E-commerce</i>	111

4.3.6	Pengaruh <i>Organisational Factors ICT</i> terhadap <i>Adoption of E-commerce</i>	113
4.3.7	Pengaruh <i>Government Support</i> terhadap <i>Adoption of E-commerce</i>	113
4.3.8	Pengaruh <i>Customer Pressure</i> terhadap <i>Adoption of E-commerce</i>	114
4.3.9	Pengaruh <i>Direct Competitors</i> terhadap <i>Adoption of E-commerce</i>	116
4.3.10	Pengaruh <i>Complexity of The Country</i> terhadap <i>Adoption of E-commerce</i>	117
4.3.12	Pengaruh <i>Compatibility</i> terhadap <i>Adoption of E-commerce</i>	119
4.3.13	Pengaruh <i>Observability</i> terhadap <i>Adoption of E-commerce</i>	120
4.3.14	Pengaruh <i>Perceived Risk</i> terhadap <i>Adoption of E-commerce</i> ...	121
BAB V.....		123
KESIMPULAN DAN SARAN		123
5.1	Kesimpulan.....	123
5.2	Saran.....	125
5.2.1	Saran Teoretis.....	125
5.2.2	Saran Praktis.....	128
DAFTAR PUSTAKA.....		129
LAMPIRAN.....		141